

B.B.A. Part-I (Semester—I) (CBCS) Examination**PRINCIPLES OF BUSINESS MANAGEMENT & CREATIVITY, INNOVATION (DSC)**

Time : Three Hours]

[Maximum Marks : 80

Note :— All Sections are compulsory.**SECTION—A**

1. Which among the following is not a nature of management principles ?
 - (a) Rigid
 - (b) Relative
 - (c) Human Nature
 - (d) Universal
2. Whose concept states that interpersonal and human relations may lead to productivity ?
 - (a) Henry Fayol
 - (b) F.W. Taylor
 - (c) Elton Mayo
 - (d) Max Weber
3. Planning provides _____.
 - (a) Information to outsiders
 - (b) Basis for recruitment and selections
 - (c) Purpose and direction of all persons
 - (d) None of these
4. Organising process involves _____.
 - (a) Division of work
 - (b) Grouping of identical work
 - (c) Both (a) and (b)
 - (d) None of these
5. Which of the following is not a characteristic of directing ?
 - (a) Directing initiates action
 - (b) It is a continuous process
 - (c) Flows from top to bottom
 - (d) Ensuring order and discipline
6. Directing function is carried out after the process of _____.
 - (a) Organizing
 - (b) Co-ordination
 - (c) Staffing
 - (d) All of these
7. _____ is a group problem solving method that involves the spontaneous contribution of creative ideas and solutions.
 - (a) Creativity
 - (b) Execution
 - (c) Brainstorming
 - (d) Evaluation

8. The _____ is a simple array in which experts compare an idea with a set of criteria.

- (a) Pass Fail Evaluation (b) SWOT Analysis
- (c) Evaluation Matrix (d) None of these

9. The team leader should be _____ to improve creativity.

- (a) Empowering (b) Pessimist
- (c) Critical (d) Fault-finding

10. Better and smarter way of doing anything is _____.

- (a) Idea Generation (b) Research
- (c) Success (d) Innovation

10×2=20

SECTION—B

Short answer type questions :

1. (a) Explain the concept of Business.

OR

(b) Explain the principle 'Espirit De Corps'.

2. (a) Explain the nature of planning.

OR

(b) Explain the principle of 'Span of Control'.

3. (a) Why is Direction said to be an executive function or carried out by executives ?

OR

(b) Discuss the forms of Direction.

4. (a) Enumerate at least four critical issues faced in business environment.

OR

(b) How are business incubators useful in Networking ?

5. (a) Describe the concept of creativity.

OR

(b) Discuss the advantages of innovation.

5×4=20

SECTION—C

Long answer type questions :

1. (a) Give the various characteristics of business.

OR

(b) Explain management process.

2. (a) Give the procedure of planning and give the importance of planning.

OR

- (b) State the features of organising.

3. (a) Describe the characteristics of Directing.

OR

- (b) Explain two techniques of controlling :

- (i) Personal observation and
- (ii) Budgetary control.

4. (a) Suggest few solutions to the critical issues common in all organisations.

OR

- (b) Summarize the role of business incubators in the success of an enterprise.

5. (a) Give the process to manage creative employees.

OR

- (b) Explain the obstacles to innovation.

5×8=40