

B.B.A. Part—I Semester—II (Old) Examination
BBA/201
PRINCIPLES OF BUSINESS MANAGEMENT

Time : Three Hours]

[Maximum Marks : 80]

Note :— (1) All questions are compulsory.

(2) Figures to the right indicate marks.

SECTION—A

(Multiple Choice Questions)

SECTION—B

(Short Answer Questions)

1. (a) Explain the concept of "Business Management ". 4

OR

- (b) Write a note on "Management Process". 4

2. (a) What are the limitations of planning ? 4

OR

- (b) What are the advantages of Planning ? 4

3. (a) Explain the merits of centralization. 4

OR

- (b) What are the advantages of decentralization ? 4

4. (a) Write a note on Direction Mechanism. 4

OR

- (b) What is the importance of directing function ? 4

5. (a) Explain the term 'Motivation'. 4

OR

- (b) What are the limitations of Controlling ?

SECTION—C

(Long Answer Questions)

1. (a) Explain the concept of Scientific Management. 8

OR

- (b) Management is a Group process. Explain. 8

2. (a) Write a note on "Planning Policies". 8

OR

(b) Explain strategic planning in detail. 8

3. (a) Explain line & staff organization structure in detail. 8

OR

(b) Describe 'Horizontal Organization Structure'. 8

4. (a) Explain the principles of Directing. 8

OR

(b) Discuss the various forms of Direction. 8

5. (a) Write a note on "Effective Control System". 8

OR

(b) Discuss various techniques of Control. 8