

**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)**

1. Max Weber is known for \_\_\_\_\_.
  - (a) Scientific Management
  - (b) Administrative Management
  - (c) Bureaucratic Organization
  - (d) None of these
2. Which kind of approach did Fayol contribute to the management literature ?
  - (a) Divisional
  - (b) Scientific
  - (c) Functional
  - (d) Professional
3. Espirt de corps is a management principle given by \_\_\_\_\_.
  - (a) Maslow
  - (b) Henry Fayol
  - (c) Elton Mayo
  - (d) F.W. Taylor
4. Hawthorne experiments were conducted by \_\_\_\_\_.
  - (a) F.W. Taylor
  - (b) Henry Fayol
  - (c) Elton Mayo
  - (d) Henry Gantt
5. First step in the planning process is \_\_\_\_\_.
  - (a) Pricing
  - (b) Evaluate Alternative
  - (c) Marketing
  - (d) Setting an objective
6. A Strategic Plan is also called as \_\_\_\_\_.
  - (a) Short term plan
  - (b) Long term plan
  - (c) Business plan
  - (d) None of these
7. Top management works on \_\_\_\_\_.
  - (a) Budgeting
  - (b) Marketing
  - (c) Strategic plan
  - (d) Corporate plan

8. Bottom line of any Business plan is :
- (a) Financial plan
  - (b) Marketing plan
  - (c) Personnel plan
  - (d) Production plan
9. Organizing includes :
- (a) Defining Organizational goals
  - (b) Hiring Organizational Members
  - (c) Motivating Organizational Members
  - (d) Determining who does what work
10. Rules, duties and responsibilities of workers are given in writing in :
- (a) Formal organization
  - (b) Informal organization
  - (c) Business organization
  - (d) Strategic organization
11. Supply of human and material resources for a business is \_\_\_\_\_.
- (a) Planning
  - (b) Organization
  - (c) Management
  - (d) Control
12. Organization theory deals with \_\_\_\_\_.
- (a) Forms of Business organization
  - (b) Structure of an organization
  - (c) Industrial Relations
  - (d) Incentives and wage policy
13. Empowerment is related to \_\_\_\_\_.
- (a) Planning
  - (b) Organizing
  - (c) Controlling
  - (d) Directing
14. Direction refers to \_\_\_\_\_.
- (a) Planning
  - (b) Driving
  - (c) Organizing
  - (d) Controlling
15. Characteristics of directing includes \_\_\_\_\_.
- (a) Motivating
  - (b) Planning
  - (c) Guiding
  - (d) Controlling
16. Directing is a \_\_\_\_\_.
- (a) Discrete process
  - (b) Continuous process
  - (c) Supervisory process
  - (d) Superficial process
17. External factor (s) that limit (s) control is (are) \_\_\_\_\_.
- (a) Govt. Policies
  - (b) Economic changes
  - (c) Market changes
  - (d) All of these

18. The process of monitoring performance, comparing it with goals and correcting is known as \_\_\_\_\_.  
 (a) Planning (b) Organizing  
 (c) Leading (d) Controlling
19. Control system of an organization has influence over the \_\_\_\_\_.  
 (a) Internal Environment (b) External Environment  
 (c) Customers (d) Government
20. Relationship for selecting the Span of Control would be \_\_\_\_\_.  
 (a) One to one (b) Cross relationship  
 (c) Direct group (d) All of the above
- 1×20=20

### 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 ? 4

### 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