

**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

$10 \times 2 = 20$

## **SECTION—B**

Short answer type questions :

1. (a) Explain the concept of Business.

**OR**

(b) Explain the principle 'Esprit 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.

$5 \times 4 = 20$

## **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.

$5 \times 8 = 40$