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Roll No.

B-151

B.B.A. EXAMINATION, May 2018

(Second Semester)

(Re-appear Only)

(BBA)

BBA102

PRINCIPLES OF MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all. Q. No. **1** is compulsory and attempt remaining *four* questions by selecting at least *one* question from each Unit.

1. Write short answer : 7×2=14
- (a) Tactical Planning
 - (b) Goal setting
 - (c) Contemporary issues in management
 - (d) Division of work
 - (e) Resistance to control
 - (f) Social audit
 - (g) Departmentalization.

Unit I

2. Discuss the various approach to management and how each approach in management different from others. 14
3. Explain the managerial role and skill according to nature of managerial work. 14

Unit II

4. Being a manager in organization how you will explain the importance of strategic planning and operational planning in an organization. 14

5. Do you think Management by Objectives (MBO) still relevant for managers in setting objectives for employees ? Justify. 14

Unit III

6. Distribution of authority and coordination in an organization depends on the organisation structure. Being a manager how you will design the concret organization structure for your company. 14
7. Explain the behavioure and situational approaches to leadership and why sometime the manager should exhibit situational leadership approach. 14

Unit IV

8. What are the prerequisites fo effective control system and which type of controlling techniques will you suggest for small and medium enterprises and why ? 14
9. In managerial perspective explain the meaning of management control, its nature and purpose for an organization. 14