

H

Roll No.

BBA-101

B. B. A. (FIRST SEMESTER)

END SEMESTER

EXAMINATION, Jan., 2023

PRINCIPLES OF MANAGEMENT

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are
twenty.

(iv) Each sub-question carries 10 marks.

1. (a) Explain the term management. Discuss its
importance in contemporary business
organization. (CO1)

P. T. O.

(2)

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- (b) Illustrate the main points of Taylor's principles of scientific management.
(CO1)
- (c) Define the functions of management.
(CO1)
2. (a) "Planning is a waste of time and money."
Elucidate the statement with examples.
(CO2)
- (b) "Staffing is the responsibility of every manager and not of the personnel department alone." Elaborate the statement with relevant examples.
(CO2)
- (c) Relate the process of planning with your real life example.
(CO2)
3. (a) Explain the concept of organization. Narrate the logical step in forming an organization.
(CO3)
- (b) Compare between Decentralization and Delegation of authority.
(CO3)
- (c) "An organization structure can be formal or informal. Both have strength and weaknesses."
(CO3)

(3)

4. (a) According to Herzberg's theory, what are the two factors which affect the motivation of people. Illustrate the theory with an example.
(CO4)
- (b) Explain and what are the styles of leadership?
(CO4)
- (c) "Leadership is the driving force which gets things done by others". Analyze the statement.
(CO4)
5. (a) Evaluate the significance of coordination as a function of management and distinguish between coordination and cooperation.
(CO5)
- (b) Assess and explain the concept of managerial effectiveness.
(CO5)
- (c) Justify the applications of various modern management techniques of management.
(CO5)

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