

BBA/M-16
PRINCIPLES OF MANAGEMENT
PAPER-BBA-108

Time Allowed: 3 Hours

Maximum Marks: 80

Note: Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. Compulsory Question

Explain the following terms in reference to principles of management up to 1 page length each:

- (a) Management as a process.
- (b) Management as an Art.
- (c) Management by object
- (d) Job Design
- (e) Matrix Organization.
- (f) Business Ethics.

2. Are management and administration different ? Discuss the major characteristics of management as a profession. Also explain various roles of Managers in business organizations.

3. Explain different types of managerial decisions briefly. How can a manager make Effective decisions? Also list out barriers in effective planning and steps to make effective planning.

4. What are the basic characteristics of formal and informal organizations? Discuss the features of functional organization. Comment on ideal size of span of management in Information Technology sector companies.

5. What is Departmentation? Describe various bases of departmentation. Which bases of departmentation will be appropriate in a university? Explain the meaning and scope of authority, responsibility and accountability. To what extent these can be delegated? Also list out merits and demerits of decentralization of authority.

6. Answer the following questions;

- (a) Define recruitment and selection. List out sources of recruitment.
- (b) Outline a suitable selection process for Assistant Professors in Government college, aided colleges and self finance institutions.

7. Write short notes on the following (up to one page length each)

- (a) Grapevine.
- (b) Formal communication.

- (c) Two way communication.
- (d) Nonverbal communication.
- (e) Budgetary control.

8. What do you mean by controlling? What are essentials of effective control system? Describe in details any three control techniques.