

Roll No.....

Total Pages: 3
14296

BBA/M-18
PRINCIPLES OF MANAGEMENT
Paper: BBA-108

Time: Three Hours

Maximum Marks: 80

Note: There are eight questions in all. Candidates are required to attempt five questions including Questions No. 1 which is compulsory. All questions carry equal marks.

1. Explain the following:

(a) Management as a science	(b) Schedule
(c) SWOT Analysis	(d) Co-ordination
(e) Authority	(f) Business Ethics.
2. Discuss the contribution of Henry Fayol in the field of Management.
3. Define Planning. Explain the qualities of good planning.
4. What do you mean by formal and information organization? Clarify the two.
5. Explain the merits and demerits of decentralization in detail.
6. Explain the different types of barriers to effective communication.
7. Describe the prerequisites of a good control system.
8. Define performance appraisal. Explain its need and process.