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(201217)

Roll No. ....

B.B.A.-I Sem.

**18041**

**B. B. A. Examination, Dec. 2017**

**FUNDAMENTALS OF MANAGEMENT**

(BBA-106)

(New)

*Time : Three Hours*

*[Maximum Marks : 75*

*Note : Attempt questions from all Sections as per instructions.*

**Section-A**

**(Very Short Answer Questions)**

Answer all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. Is management a pure art ?

2. What is team spirit ?

3. What is meant by decentralization of authority ?

4. What is control by observation ?

5. Define motivation.

**Section-B**

**(Short Answer Questions)**

Answer any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. What is management by objective ?

7. What are the principles of departmentation ?

8. What is the importance of direction ? Give any two principles of direction.

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**Section-C**

**(Detailed Answer Questions)**

Answer any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. 15×3=45

9. Discuss the role of F.W. Taylor in the development of scientific management approach.
10. Define policies. Discuss the various types of policies. How do policies differ from procedures ?
11. What is significance of motivation in management ? How would you set up a sound motivational system in your business organization ?
12. Explain the main elements of an adequate and sound control system.

13. Discuss the importance of effective communication in business and management.

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