

B. B. A.-I Sem.

NP-3038**B. B. A. Examination, Dec. 2012****Principles of Management****(BBA-101)****(Old Course-I)***Time : Three Hours]**[Maximum Marks : 75**Note : Attempt all the Sections as per directions.**Section-A**(Very Short Answer Questions)*

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

1. What do you understand by Decentralization of Authority?

2. Discuss the qualities of a good leader.
3. Write a short note on the level of management.
4. What is Zero Based Budgeting?
5. Give two appropriate definitions of management.

*Section-B**(Short Answer Questions)*

Attempt 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 authority? Differentiate between authority and responsibility.
7. What are the factors that affect span of control?
8. Explain and describe the essentials of a successful M.B.O. programme.

(3)

Section-C

(Detailed Answer Questions)

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

9. What is Communication ? Explain the various types of communication and its importance in management.
10. Decision-making is the primary task of the 'Management'. Discuss and explain the process of decision-making.
11. Define leadership. Explain its various theories with criticism.
12. Define the term 'planning'. Discuss its importance and its limitations.
13. Explain the meaning and scope of authority and responsibility. To what extent can these two be delegated ?