

(20115)

Roll No.

B. B. A.-I Sem.

NP-3038

B. B. A. Examination, Dec. 2014

Principles of Management

(BBA-101)

(Old Course-I)

Time : Three Hours *[Maximum Marks : 75]*

Note : Attempt questions from all Sections as per instructions.

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. 3×5=15

1. How can strategies be implemented effectively?
2. Differentiate between long-term and short-term planning.

(2)

3. Communication should be one way or two way in any business organization. Explain.
4. Explain the essential characteristics of decision-making.
5. Explain management by objective (MBO).

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. 7½×2=15

6. What do you mean by coordination ? Why is coordination called as essence of management ?
7. What is delegation ? Point out the factors that affect delegation of authority ?
8. What do you understand by organization structure ? Discuss its importance.

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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 motivation ? Why has the Maslow theory of needs been criticized ? To what extent if any is it valid ?
10. What do you mean by communication ? Give the features of one effective communication.
11. How will you define leadership as a process of influence ? What are its various features ?
12. Explain the concept of management and discuss its functions.
13. What are the essential features of a good plan ? How can planning be made effective ?