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(21213) Roll No.

B.B.A. - I Sem.

NP-3038

B.B.A. Examination, Dec. 2013

Principles of Management

(BBA-101)

(Old Course-I)

Time : Three Hours] [Maximum Marks : 75

Note: Attempt all the Sections as per instructions.

Section - A

(Very Short Answer Questions)

Note: Attempt all five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

3x5=15

- 1. Management is both a science and an Art. Explain. 3
- 2. What are the decisional Role of manager? 3

P.T.O.

- 3. What is meant by feedback in communication process. 3
- 4. What is organizational structure? 3
- 5. What are the indicators of decentralisation?3

Section - B

(Short Answer Questions)

Note: Attempt any two questions.

- 6. Explain the features and process of motivation. 7½
- 7. Describe the process of decision-making.7½
- 8. Explain the main theories of Leadership.7½

Section - C

(Detailed Answer Questions)

Note: Attempt any three questions.

- 9. "Management is the art of knowing. What do you want to do and then seeing that they

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do it in the best and cheapest way.” Explain this statement. 15

10. Explain briefly the various types of plans which a manager must devise to accomplish the objectives of his organization. 15

11. Distinguish between centralization and decentralization. How does a decentralized set-up score over a centralized one? 15

12. Evaluate the formal communication and highlight the types of formal communication. 15

13. “Planning is looking ahead and controlling is looking back”. Explain this statement. 15

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