

FACULTY OF MANAGEMENT

B.B.A. I – Semester (CBCS) Examination, December 2017
Subject: Principles of Management
Course No – 104 – BB

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1 Answer any five of the following questions.

- a) Management as a profession
- b) Unity of command
- c) Decision making
- d) Formal organization
- e) Authority
- f) Training
- g) Policies
- h) Organizational change

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

2 a) Define management in a comprehensive manner and explain the major functions of management.

OR

b) Discuss in detail the contributions of Henry Fayol to management thought.

3 a) What is planning? What are its advantages and limitations as a managerial function?

OR

b) What is decision making? Explain the decision making process.

4 a) What are the basic characteristics of a formal and informal organization?

OR

b) What is departmentalization? How is it essential for management of a business enterprise?

5 a) What is recruitment? What are the different sources of recruitment?

OR

b) Distinguish between coordination and cooperation. What are the requisites for excellent coordination?

6 a) Discuss the role of technology in management of an organization.

OR

b) What are the features and objectives of organizational development?
