

CT Inst. of Engg.,

Roll No. 

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-1<sup>st</sup>) (Batch-2012)  
**PRINCIPLES OF MANAGEMENT**  
 Subject Code : BBA-101  
 Paper ID : [C1121]

Time : 3 Hrs.

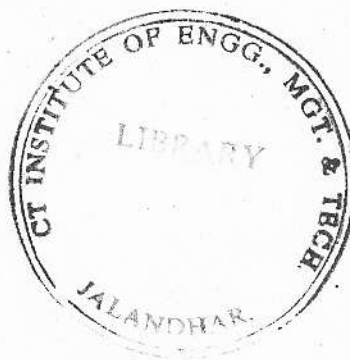
Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks each and student has to attempt any ONE question from each Subsection.

**SECTION-A****I. Write short note on :**

- i) Discuss any two roles played by a manager.
- ii) State the limitations of planning.
- iii) Define decision making.
- iv) Differentiate between line and staff organisation.
- v) What are the benefits of delegation?
- vi) What is the nature of staffing?
- vii) What are the limitations of controlling?
- viii) Write a note on management by objectives.
- ix) Explain the term knowledge management.
- x) Write a note on business outsourcing.

**SECTION-B****UNIT-I**

2. Define the term management and state its functions.
- OR
3. Compare and contrast the contribution of Far East and West to the development of management thought.

**UNIT-II**

4. State the need for forecasting. Explain the different types of forecasting.
- OR
5. Discuss the process and techniques of decision making.

**UNIT-III**

6. What is the need and purpose of organisation? Explain the factors followed in the process of organisation?
- OR
7. Discuss the merits and demerits of centralization and decentralization in modern organisations.

**UNIT-IV**

8. Define the term control and its importance in the management controlling process.
- OR
9. Write short notes on :
    - (a) TQM
    - (b) JIT
    - (c) KAIZEN