

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 07

**BBA (Sem.-1)**  
**PRINCIPLE OF MANAGEMENT**

Subject Code : BB-101

Paper ID : [C0201]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.

**SECTION-A**

**1. Answer briefly :**

- a) Management by objective.
- b) Span of management
- c) Matrix organization
- d) Accountability vs. Responsibility
- e) Business ethics
- f) Job design
- g) Manpower management
- h) Need for performance appraisal
- i) Departmentation by product/service
- j) Obstacles to delegation.

### SECTION-B

2. Explain the concept of planning. Discuss the nature and purpose behind the planning function.
3. “Is selection a negative process?” If yes, discuss why? Also discuss the process of selection within an organization.
4. Comment on “centralization vs. decentralization”. Also discuss the determinants of effective decentralization within an organization.
5. Define the term management. Discuss the nature as well as the scope of management.
6. Explain the concept of control. Discuss in detail the various control techniques.
7. “*Communication is the nervous system of an enterprise.*” Comment on this statement by highlighting the importance of communication within an organization.

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