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Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-1<sup>st</sup>)

**PRINCIPLES OF MANAGEMENT**

Subject Code : BB-101

Paper ID : [C0201]

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 contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A**

1. Answer briefly :

- (a) Distinguish between Authority and Power.
- (b) What is Management by Objectives (MBO)?
- (c) What is Manpower Management?
- (d) Discuss the need of Performance Appraisal.
- (e) What is Communication?
- (f) Define Job Design.
- (g) Distinguish between Centralization and Decentralization.
- (h) Discuss Communication Networks.
- (i) What is Delegation?
- (j) Discuss the importance of Controlling.

## SECTION-B

2. Describe the major steps in the procedure of planning.
3. Discuss the various methods of departmentation.
4. What do you mean by performance appraisal? Discuss the process of performance appraisal.
5. Define Staffing. Discuss its significance in efficient management.
6. What do you understand by communication? Discuss the barriers to effective communication.
7. *Good communication is the foundation of sound management.* Elucidate.