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**Total No. of Pages: 02**  
**Total No. of Questions: 09**

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

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATE:**

1. *part –a is compulsory and is consisting of 10 sub-questions of 2 marks each.*
2. *Part-b contains 8 full length questions of 10 marks each out of which the candidates are required to attempt one question from each unit.*

**PART-A**

**Q.1**

- a) Describe the skills of good manager.
- b) Why Maslow need hierarchy theory was criticized?
- c) Distinguish between centralization and decentralization?
- d) What do you mean by forecasting?
- e) Discuss the importance of staffing.
- f) What is benchmarking?
- g) What is decision tree?
- h) What is delegation?
- i) What is Business Process Re-Engineering?
- j) Define knowledge management.

**PART-B**

**Unit-1**

- Q2. Describe Henri Fayol's principles of management.
- Q3. Describe the term management. Explain its meaning and state its chief characteristics.

**Unit-2**

- Q4. What is planning? Explain the various steps in planning process.

Q5. What is decision making? How can improve the process of decision Making?

**Unit-3**

Q6. What do you mean by span of management? Discuss the factors which effect the span of management.

Q7. Discuss the concept, nature and significance of organizing.

**Unit-4**

Q8. Discuss the concept of managerial control and give the steps of the control process.

Q9. Write a note on:

- a) Total Quality Management
- b) Business Outsourcing

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