

Roll No.

Total No. of Pages :02

Total No. of Questions : 07

BBA (Sem.-1)

PRINCIPLES OF MANAGEMENT

Subject Code : BB-101

Paper ID : [C0201]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY.
2. Attempt any FOUR questions from SECTION-B.

SECTION-A (10 × 2 = 20 Marks)

- a) What is planning process?
- b) Differentiate between vision, mission, objectives and plans.
- c) What are various bases for departmentalization of an organization?
- d) Differentiate between decentralization and centralization?
- e) State Graicunas formula for determining span of control.
- f) List factors affecting job design.
- g) What are factors affecting performance appraisal?
- h) What are various non budgetary controls?
- i) What is management by walking around?
- j) How is social responsibility different from business ethics?

SECTION-B (4 × 10 = 40 Marks)

2. Management is defined as "*the attainment of organizational goals in an effective and efficient manner through planning, organizing, leading and controlling organizational resources*". Outline the process of management across these four functions while highlighting the difference between efficiency and effectiveness.

3. *"Planning is looking ahead and Control is looking back"* - Comment.
4. Banta manages a group of eight electrical engineers at Amar Designs. His team is highly trained and well respected by experts both inside and outside the company. Recently one of Banta's engineers suggested a new technique for the development and use of an argon laser. There appeared to be rich potential for this technology, but Banta wasn't certain that developing this technology was the best use of his limited resources. Banta was facing a significant decision for resource allocation. Help Banta through the decision making process and choose one of the 4 techniques of decision making?
5. Explain Team based, matrix and project based organization structures?
6. Define ethics and explain how the domain of ethics relates to law and free choice?
7. Describe the three steps in control process and outline the three courses of action a manager can take in controlling?