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Roll No. Total No. of Pages: 02

Total No. of Questions: 09

BBA (2012 & Onward Batches) (Sem.-1)
Bachelor(SIM) / BRDM (2014 Batch)
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. SECTIONS-B consists of FOUR Sub-sections: Units-I, II, III & IV.
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.
- 4. Student has to attempt any ONE question from each Sub-section.

## **SECTION-A**

## 1. Answer Briefly:

- a. System Approach vs Contingency Approach.
- b. Describe the skills of a good Manager.
- c. Difference between policies and strategies.
- d. Planning is a mere ritual in the fast changing environment. Explain.
- e. Span of control.
- f. Formal and informal organization.
- g. Centralisation and Decentralisation go together.
- h. Planning is looking ahead and Controlling is looking back. Comment.
- i. Explain Bench Marking.
- i. *If you try to control everything, you end up controlling nothing.* Comment.

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## **SECTION-B**

#### Unit-I

2. The separation of management from ownership and increasing professionalism of management has led to a debate as to whether or not management is a profession. Discuss.

## 3. Write short notes on:

- a. Behavioural Approach to Management
- b. Contingency Approach

#### **Unit-II**

- 4. Define Management by objective. Discuss the broad requirements and steps involved in the introduction of MBO.
- 5. Define Decision Making. What are the various types of decisions? Also give the characteristics of a decision.

## **Unit-III**

- 6. "In the organizing process, staffing is an important management function." Discuss. Give guidelines for managerial staffing.
- 7. Define delegation of authority. What should be done to ensure effective delegation of authority in a business enterprise?

## **Unit-IV**

- 8. Budgetary Control is the oldest traditional device which is still being used in business. Discuss.
- 9. Define Business Process Re-engineering (BPR) and describe its objectives.