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Roll No.				Total No. of Pages: 02

Total No. of Questions: 09

BBA (2012 & Onward Batches)

Bachelor In Service Industry Management (SIM) / BRDM (2014 & Onwards) (Sem.-1)

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) Write briefly:

- a) Define the term management.
- b) Differentiate between short term and long term planning.
- c) What are the benefits of business forecasting?
- d) Explain the term span of control.
- e) What is the importance of staffing?
- f) What are the benefits of controlling?
- g) State the skills required to be an effective manager.
- h) Differentiate between centralization and decentralization.
- i) Write a note on business process reengineering.
- j) Write a note on total quality management.

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SECTION-B

UNIT-I

- 2) Discuss the nature and functions of management.
- 3) Briefly discuss the contribution of Taylor and Fayol towards the development of management thought.

UNIT-II

- 4) Discuss the objective of planning. Briefly discuss the steps involved in the planning process.
- 5) Explain the process and techniques of decision making.

UNIT-III

- 6) Discuss the nature and process of organizing.
- 7) What is meant by delegation of authority? What are the difficulties in the process of delegation?

UNIT-IV

- 8) Discuss the nature and process of control. State any two controlling techniques.
- 9) Write short notes on
 - a) Benchmarking
 - b) Six-Sigma
 - c) Just- in-Time Management