BBA-01

June - Examination 2026

Bachelor of Business Administration (Ist Year) Examination

Principles of Management

Paper : BBA-01

[*Time: **3** Hours*] [*Maximum Marks: **70***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **7×2=14**

(Very Short Answer Type Questions)

Note :- Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries **2** marks.

1. (i) What is meant by Corporate Planning?
   (ii) Explain the concept of rationality in managerial decision-making.
   (iii) Define the term Organizing in management.
   (iv) What are the main elements involved in the process of direction?
   (v) What is training in the context of human resource development?
   (vi) Explain the meaning and importance of co-ordination.
   (vii) Mention any two important characteristics of an effective control system.

Section-B **4×7=28**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **7** marks.

2. Why management is considered both an art and a science? Explain the different levels of management in an organization.
3. Discuss the essential qualities and skills required for becoming an effective and successful manager.
4. Explain the various forecasting techniques used by managers for planning and decision-making.
5. Differentiate between leadership and management by highlighting their major features and functions.
6. Explain the differences between training and development with reference to employee growth and organizational performance.
7. Discuss any four important characteristics of effective co-ordination in an organization.
8. Explain the significance of ratio analysis as a managerial control technique for evaluating performance.
9. Discuss various ethical issues related to business practices that require proper consideration by managers.

Section-C

2×14=28

(Long Answer Type Questions)

Note :- Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **14** marks.

10. Discuss the importance and significance of management with reference to business organizations, industries, society and national economic development.

11. Explain the concept of Management by Objectives (MBO). Discuss its major characteristics and examine the practical difficulties or limitations faced during its implementation.

12. Distinguish between routine decisions and strategic decisions. Explain the various steps involved in the decision-making process with suitable examples.

13. "In the present dynamic business environment, effective control has become essential for organizational success." Explain the statement and discuss the importance, objectives and process of control.
