

## **BBA-01**

December - Examination 2015

### **BBA Ist Year Examination**

### **Principles of Management**

### **Paper - BBA-01**

**Time : 3 Hours ]**

**[ Max. Marks :- 70**

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**Note:** The question paper is divided into three sections A, B and C. Write answers as per given instructions.

#### **Section - A**

7 x 2 = 14

(Very Short Answer Type Questions)

**Note:** Answer all 7 questions. As per the nature of the question you delimit your answer in one sentence upto 30 words. Each question carries 2 marks.

- 1) (i) What is management?
- (ii) Why management is treated as a process?
- (iii) Define forecasting.
- (iv) Explain the concept of span of management.
- (v) Differentiate between authority and power.
- (vi) What do you meant by technical skills?
- (vii) How planning and control are linked to each other?

**Section - B**

4 x 7 = 28

(Short Answer Type Questions)

**Note:** Answer any 4 questions. Each answer should not exceed 200 words. Each question carries 7 marks.

- 2) Explain in brief Luther Gullick's catchword 'POSDCORB'.
- 3) Discuss informational role of managers.
- 4) Explain in brief 'important elements of decision making'.
- 5) Explain in brief features of formal organization.
- 6) Discuss advantages and drawbacks of functional organizational structure.
- 7) What do you mean by effective leader?
- 8) Differentiate between leadership and management.
- 9) What do you mean by 'break-even analysis'?

**Section - C**

2 x 14 = 28

(Long Answer Type Questions)

**Note:** Answer any 2 questions. Each answer should not exceed 500 words. Each question carries 14 marks.

- 10) Why some people call management an art and other call it a science? Discuss in detail.
- 11) What were some of the work methods and tools that Taylor introduced to increase productivity?
- 12) Differentiate between delegation and decentralisation of authority and explain how decentralisation be made more effective.
- 13) Describe Maslow's need hierarchy theory and its implications to organization.