

**BBA-01**

December - Examination 2019

**BBA Pt. I 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 × 2 = 14**

**(Very Short Answer Questions)**

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

1. Explain the following terms:
  - i. Management levels
  - ii. Strategy implementation
  - iii. Supervisory Management
  - iv. Management control system
  - v. Organizational Structure
  - vi. Direction
  - vii. Leadership

**Section - B****4 × 7 = 28****(Short Answer Questions)**

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

2. Describe the process of Coordination.
3. Describe the principles of Planning.
4. Discuss the types of Planning.
5. Describe important Motivation theories.
6. Examine the process of communication.
7. Elaborate the principles of Organization.
8. Management is an Art or Science. Explain.
9. Distinguish between Coordination and Control.

**Section - C****2 × 14 = 28****(Long Answer Questions)**

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

10. Examine the principles of Management.
11. Describe the theories of Organisation.
12. Discuss important leadership styles.
13. Examine the functions of Management.