

BBA-01

December - Examination 2025

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.

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) Define "Management as a Process".
- (II) What is Top Management?
- (III) What is Decentralization?
- (IV) What is Strategic Control?
- (V) What is CPM?
- (VI) Define matrix organization.
- (VII) Explain any two importance of Management audit.

Section-B

4×7=28

(Short Answer Type Questions)

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

2. Write the characteristics of Management. Also provide different perspectives of Management.
3. Suppose you are an owner of sole proprietorship business. Do you look management as administration or something more? Explain.
4. Explain the Henry Fayol's General Principles of Management.
5. Explain Classical and Neo-Classical Approaches to Management.
6. What do you mean by forecasting? How is it related to planning?
7. Discuss the advantages and limitations of MBO concept.
8. What do you mean by line organization and project organization? Explain both.
9. Describe some ethical issues relating to businesses that require attention and consideration in present era.

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. Describe the various levels of Management.
11. Define planning. Discuss various characteristics of planning function.
12. Discuss the advantages and limitations of MBO concept.
13. “In Indian organisation the corporate social responsibilities are more in theory than in practice.” Do you agree with this statement? Explain.
