

10. Management is an Art or Science or Profession ?  
Explain.
11. What is Controlling ? Explain the process of  
controlling.
12. What is Planning ? Explain the various tools and  
techniques of planning.
13. What are the various characteristics associated with  
effective leadership ? Which of these characteristics  
are more important than other and why ?

## **BBA-01**

**June – Examination 2024**

### **BBA (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) Write Environment Oriented Definitions of Management.
- (ii) What is Managerial Functions of Management ?
- (iii) What is Innovation ?
- (iv) What is Division of Work ?
- (v) What is Strategic and Operational Planning ?
- (vi) Explain the benefits of Forecasting for Business.
- (vii) What is Line Organization ?

**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. Explain the Relationship among the Management Functions.
3. Discuss in detail the Operating/Lower Level/ Supervisory/First Line Management.

4. Explain the importance of management to the business, industry, society and economy.
5. Why is it important for you to understand the various management theories that have developed ? Discuss in detail.
6. What is Planning ? Explain the characteristics of planning.
7. Explain the various steps involved in decision making.
8. Explain the various forms of organization structures.
9. Explain the factors influencing degree of centralization and decentralization.

**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.