

**BBA-01**  
June - Examination 2016  
**BBA Pt. I Examination**  
**Principles of Management**  
**Paper - BBA-01**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

---

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

**Section - A**

**8 × 2 = 16**

(Very Short Answer Type Questions)

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

- 1) (i) Why management is goal oriented activity?
- (ii) What do you mean by motion study?
- (iii) Differentiate between plan and planning.
- (iv) "MBO provides an opportunity for self control". Comment.
- (v) What is departmentation?
- (vi) "Direction brings action in organisation". Comment.
- (vii) Describe in brief exemplary role of a leader.
- (viii) What you mean by Quota?

**Section - B****4 × 8 = 32**

(Short Answer Type Questions)

**Note:** Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Differentiate between management and administration.
- 3) What do you mean by scientific selection and training?
- 4) Explain in brief 'Corporate planning function'.
- 5) What do you mean by informal organization?
- 6) Describe the concept of matrix organization structure.
- 7) "Direction facilitates incorporation of change". Comment.
- 8) Differentiate between formal and informal leadership.
- 9) "No organisation can choose between training and no training". Comment.

**Section - C****2 × 16 = 32**

(Long Answer Type Questions)

**Note:** Answer **any two** questions. Each answer should not exceed 500 words. Each question carries 16 marks.

- 10) Discuss the systems approach to management.
- 11) What do you understand about tools, techniques and components of planning?
- 12) Explain communication component of direction. Also discuss guidelines for effective communication.
- 13) Write a note on 'emerging issues in management'.



