

**BBA-01**  
June - Examination 2017  
**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 question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Define management.
- (ii) What do you meant by socio technical view of management?
- (iii) What do you meant by policies?
- (iv) Describe line organisation.
- (v) Explain unity of direction.
- (vi) Give full form of PERT.

(vii) What do you mean by monetary and non-monetary motivation?

(viii) Point out any four features of leadership.

### Section - B

4 × 8 = 32

(Short Answer Questions)

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

- 2) Differentiate between authority and power.
- 3) What is the need for management?
- 4) What are the major aspects of the managerial function directing?
- 5) Define the term strategy. What is its significance?
- 6) Enumerate the major advantages and limitations of line and staff organisation.
- 7) What do you mean by corporate social responsibility? Why is it important for survival and success of business?
- 8) Discuss Herzberg's two-factor theory of motivation.
- 9) Explain the role of a supervisor in an organisation.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

**Note:** Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) "Management is the art of getting things done through other people." Explain this statement and enumerate the objectives of management.
- 11) "Decision making is the essence of managerial process." Explain and describe the process of decision making.
- 12) What do you meant by informal organisation? Explain the factors responsible for their emergence.
- 13) Examine in detail major leadership styles. Which leadership style is the best in your opinion, and why?

---