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BBABMC 134

**I Semester B.B.A. Degree Examination, April 2021
(Choice Based Credit System)
(2019 – 20 Batch Onwards)
PRINCIPLES OF MANAGEMENT**

Time : 3 Hours

Max. Marks : 120

- Instructions :** 1) Section – **A** Answer in **not more than 1 page each.**
2) Section – **B** Answer in **not more than 2 pages each.**
3) Section – **C** Answer in **not more than 6 pages each.**

SECTION – A

Answer **any four** from the following questions. **Each** question carries **6** marks.

(4×6=24)

1. Describe why management is considered as a Profession.
2. Write a note on scientific management.
3. Explain the various managerial skills.
4. Explain different steps in M.B.O.
5. Explain the significance of staffing.
6. Explain the qualities of a good leader.
7. Write short note on SWOT Analysis.

SECTION – B

Answer **any four** questions. **Each** question carries **12** marks.

(4×12=48)

8. What is meant by an organisation ? Explain the principles of a sound organisation.
9. Explain the different stages in Decision Making Process.
10. Explain the barriers to communication and steps to overcome barriers to communication.
11. Explain the principles of management as suggested by Henry Fayol.
12. What is an organisation chart ? Explain its merits and limitations.

P.T.O.



- 13. Explain Graicunas' Theory of Span of Management.
- 14. What is leadership ? Explain the different styles of leadership.

SECTION – C

Answer **any two** questions. **Each** question carries **24** marks. **(2x24=48)**

- 15. Explain the concept of management. Explain its nature and significance.
- 16. What is line and staff organisation structure ? Describe its merits and limitations.
- 17. Define the term planning. Explain the various steps involved in the planning process.
- 18. a) What is control ? Explain the process of control. 12
b) **Case :** 12

A behaviour study was conducted on total of 120 employees working in an organisation. 70 employees were appreciated by the manager for their work and initiative for new ideas and contribution to the growth of the organisation. All these employees were given option of flexible working hours and were paid wages at higher piece rate. On the other hand, the remaining 50 employees were criticized for their poor performance. Their increments were stopped and were paid wages at lower piece rate.

- a) Explain the types of motivation used by the manager in the above case.
- b) What type of leadership is followed by the manager ? Justify your answer.