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**BBABMCN 101**

**First Semester B.B.A. Degree Examination, February/March 2023  
(NEP 2020) (2021-22 Batch Onwards Scheme)  
MANAGEMENT PRINCIPLES AND PRACTICE (DSCC)**

Time : 2 Hours

Max. Marks : 60

**SECTION – A**

**(2 Marks each)**

Answer **any five** of the following questions.

**(5×2=10)**

1. Define Management.
2. What is strategic plans ?
3. Write the meaning of scalar organisation.
4. What is downward communication ?
5. Write the meaning of "Green Management".
6. Write the meaning of formal leadership.
7. What is co-ordination ?

**SECTION – B**

**(5 Marks each)**

Answer **any four** of the following questions.

**(4×5=20)**

8. Explain the importance of decision making.
9. Distinguish between management and administration.
10. Explain the principles of sound organisation.
11. What are the objectives of communication ?
12. Explain the assumptions of theory 'X'.
13. Explain the importance of business ethics.
14. Explain the characteristics of control.

P.T.O.



SECTION – C

(10 Marks each)

Answer **any three** of the following questions.

(3×10=30)

15. Explain the steps involved in planning process.
  16. Explain Maslow's need hierarchy theory.
  17. Explain the principles laid down by Fayol as general guides to the management process.
  18. Explain the arguments for and against business social responsibility.
  19. Identify the nature and characteristics of management.
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