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BBABMC 107/BBMBMC 107

**Credit Based I Semester B.B.A./B.B.M. Degree Examination,
October/November 2016
(2012 Scheme)**

PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) A single booklet will be **issued**.
2) **No** additional sheets will be **issued**.

SECTION – A

(1×10=10)

1. Answer **any ten** of the following :

- What is communication ?
- What is centralisation of Authority ?
- What do you understand by TQM ?
- What do you mean by 'Strategy' ?
- Who is the Father of Modern Management ?
- What do you mean by "Technical Skills" ?
- Define the term "Staffing".
- What is "SWOT" analysis ?
- What is MBE ?
- What is 'Break-Even-Point' ?
- What is Morale ?
- Write the meaning of "Order".

SECTION – B

(5×5=25)

Answer **any 5** of the following :

- Briefly explain the barriers to communication.
- Differentiate between centralization and decentralization.
- Explain the process of control.



5. Explain the principles of effective delegation of authority.
6. Briefly explain the importance of management.
7. Describe why management is considered as "Profession".
8. What do you mean by motivation ? Explain the importance of Motivation.

SECTION – C

(15×3=45)

Answer the following :

9. Write an explanatory note on the contributions of Henry Fayol to Modern Management.

OR

What is line and staff organisation ? Explain its merits and demerits.

10. Briefly explain the steps involved in planning process. Suggest measures to overcome the limitations of planning.

OR

Define management. Explain the nature and importance of management.

11. a) Explain the process of decision making as an effective tool of Management. **8**
- b) Gagan brothers has one G.M., one Assistant G.M., three working Engineers and 150 workers.

Gaurav, G.M. appointed on merit. Mr. Arun, Mr. Ashish and Mr. Peter were qualified Engineers. Mr. Sourav was appointed as Assistant G.M. on seniority basis. When Mr. Arun was assisting Mr. Sourav, conflict used to arise because of complexes. After realizing the usefulness of Mr. Arun, Mr. Sourav recommended him for the post of Assistant G.M. after his retirement which is due. As this news spread, other Engineers also claimed promotion.

Questions :

- 1) Whether Mr. Sourav has taken the right decision ? Give reasons. **3**
- 2) If your opinion is "No", why ? **4**