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(20112)

Roll No.

BBA - I Sem.

18041

B.B.A. Examination, Dec. 2011

Fundamentals of Management

[BBA - 106 (N)]

Time : Three Hours]

[Maximum Marks : 75

Section - A

(Very Short Answer Questions)

Note : Attempt **all five** questions. Each question carries three marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. "Management is the art of getting things done through people". Explain.

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2. What are Management Science Techniques?
3. "Centralisation and decentralisation go together"? Comment.
4. Discuss the need for and nature of Communication in Organisations.
5. Coordination is the essence of management. Discuss.

Section - B

(Short Answer Questions)

Note : Attempt any **two** questions out of the following three questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words. $2 \times 7.5 = 15$

6. Discuss the various principles underlying the formulations of sound plans.
7. What is Line Organisation? What are its Limitations? How does the line and staff structure remove these

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limitations?

8. What is meant by Coordination? How is it achieved?
State how it can be used as an instrument of effective management action?

Section - C

(Detailed Answer Questions)

Note : Attempt any **three** questions out of the following five questions. Each question carries 15 marks.

Answer is required in detail. $3 \times 15 = 45$

9. What do you understand by Universality of management Concepts and Principles? Mention the arguments for and against such universality.
10. Discuss briefly the various tools and methods of Management Science Techniques.
11. Discuss the contribution of the human relations school to the concept of organisation. What are its limitations?

12. What is Motivation? How does effective managing take advantages of, and contribute to, motivation?
13. Explain the importance of control in a business organisation. Discuss the process of control.