

(20113)

Roll No.

(2)

BBA I Sem.

18041

B. B. A. Examination, Dec. 2012

FUNDAMENTALS OF MANAGEMENT

(BBA-106)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Questions)

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

1. "There is no universal style of management; management is situational." Comment.

2. Differentiate between optional planning and strategic planning.
3. How is authority different from responsibility ?
4. Explain the meaning of centralization and decentralization.
5. Explain the meaning of line organization.

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Give the important features of scientific management, administrative management and bureaucratic management.
7. What are the characteristics of planning ? State the importance of planning in management.

18041

(3)

8. Discuss the nature of communication and need for communication in an organization.

Section-C

Detailed Answer Questions)

...wapt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. $15 \times 3 = 45$

9. "To manage is to forecast, to plan, to organize, to command and to control."
Keeping in mind the above statement, explain all managerial functions. How are they different from operative functions ?
10. What is the concept of management by objectives ?
Discuss the steps in MBO process.
11. What is the need of management control ? What are the essentials of an effective control system ?
12. Discuss the important steps in planning process.
What are the essentials of a sound plan ?

(4)

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