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B.B.A. Examination, December-2025  
(Under NEP)  
**PRINCIPLES AND PRACTICES OF  
MANAGEMENT**  
(BBA-1001)

*Time : Three Hours] [Maximum Marks : 75*

**Note:** Attempt questions from **all** the sections as per instructions.

**Section-A****(Very Short Answer Questions)**

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

1. Distinguish between management and administration. 3
2. Explain the objectives of planning. 3
3. What do you understand by Hawthorne effect? 3
4. What is meant by Grapevine Communication? 3
5. What is Strategic Management? 3

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**Section-B****(Short Answer Questions)**

**Note:** Attempt any **two** questions out of the following three questions. Each question carries 7.5 marks. Answer should **not** exceed 200 words.

 $2 \times 7.5 = 15$ 

6. Explain the contingency approach to management. 7.5
7. Distinguish between centralisation and decentralisation. 7.5
8. Describe the role of leadership in promoting ethical behaviour in an organisation. 7.5

**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. "Management is the art of getting things done through and with the people". Comment and explain the importance of management. 15

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10. Define the terms **Authority, Responsibility and Accountability** and **discuss their relationship.** 15
11. What do you understand by "Motivation". Discuss Maslow's Hierarchy of need in that connections. 15
12. Describe the steps in the controlling process. What are the essentials of a sound control system? 15
13. Explain the advantages and challenges of corporate social responsibility 15