

(20115)

Roll No. ....

B. B. A.-I Sem.

## NP-3038

**B. B. A. Examination, Dec. 2014**

**Principles of Management**

**(BBA-101)**

**(Old Course-I)**

*Time : Three Hours]*

*[Maximum Marks : 75*

*Note : Attempt questions from all Sections as per instructions.*

### **Section-A**

#### **(Very Short Answer Questions)**

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

1. How can strategies be implemented effectively?
2. Differentiate between long-term and short-term planning.

(2)

3. Communication should be one way or two way in any business organization. Explain.
4. Explain the essential characteristics of decision-making.
5. Explain management by objective (MBO).

### **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. What do you mean by coordination ? Why is coordination called as essence of management ?
7. What is delegation ? Point out the factors that affect delegation of authority ?
8. What do you understand by organization structure ? Discuss its importance.

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**Section-C**

**(Detailed Answer Questions)**

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. 15×3=45

9. What is motivation ? Why has the Maslow theory of needs been criticized ? To what extent if any is it valid ?
10. What do you mean by communication ? Give the features of one effective communication.
11. How will you define leadership as a process of influence ? What are its various features ?
12. Explain the concept of management and discuss its functions.
13. What are the essential features of a good plan ? How can planning be made effective ?