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(21213) Roll No. ....

B.B.A. - I Sem.

**NP-3038**

**B.B.A. Examination, Dec. 2013**

**Principles of Management**

(BBA-101)

(Old Course-I)

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

**Note:** Attempt **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.

3×5=15

1. Management is both a science and an Art. Explain. 3
2. What are the decisional Role of manager? 3

P.T.O.

3. What is meant by feedback in communication process. 3
4. What is organizational structure? 3
5. What are the indicators of decentralisation? 3

**Section - B**

**(Short Answer Questions)**

**Note:** Attempt any **two** questions.

6. Explain the features and process of motivation. 7½
7. Describe the process of decision-making. 7½
8. Explain the main theories of Leadership. 7½

**Section - C**

**(Detailed Answer Questions)**

**Note:** Attempt any **three** questions.

9. "Management is the art of knowing. What do you want to do and then seeing that they

NP-3038/3000/2

do it in the best and cheapest way.” Explain this statement. 15

10. Explain briefly the various types of plans which a manager must devise to accomplish the objectives of his organization. 15
11. Distinguish between centralization and decentralization. How does a decentralized set-up score over a centralized one? 15
12. Evaluate the formal communication and highlight the types of formal communication. 15
13. “Planning is looking ahead and controlling is looking back”. Explain this statement. 15