

Roll No.

57511

**B.B.A. 2nd Semester
(N.S.) 2014-2017**

Examination- May, 2017

Principles of Management

Paper-BBAN-201

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Section-A contains eight short answer type questions of two marks each and is **compulsory**. From Section-B, attempt **four** more questions, selecting **one** question from each unit. All questions carry equal marks.

SECTION-A

1. Conceptualize the following terms : [16]

- (a) Conceptual skills
- (b) System approach to management
- (c) Tactical planning
- (d) Delphi technique
- (e) Delegation
- (f) Span of control
- (g) Social audit
- (h) PERT

SECTION-B

UNIT-I

2. Define Management. Explain the nature of management and the various levels of management. [16]

- 3.** Discuss classical approach to management. Highlight the principles given by F.W. Taylor and their significance in organizations. [16]

UNIT-II

- 4.** Why planning is considered an important function of management ? Explain its process in detail. [16]
- 5.** Explain the process of decision making. What are the various types of decisions? [16]

UNIT-III

- 6.** Define organizing. Discuss its importance. Enlist elements of organizing. [16]
- 7.** What is a leadership ? Explain the various styles of leadership and their relative merits & demerits. [16]

UNIT-IV

- 8.** Explain the meaning of Control. What are the characteristics of effective control system ? [16]
- 9.** Write a detailed note on Traditional control techniques and their significance. [16]
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