

END TERM EXAMINATION

FIRST SEMESTER [BBA/BBA(B&I)/BBA(TTM)/(CAM)/(MOM)] DECEMBER-2011

Paper Code: BBA(B&I)/(TTM)/(CAM)/(MOM)101

Subject: Principles of Management

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions.

- Q1 'Management implies an efficient use of physical and human resources for the accomplishment of objectives'. Explain it. (15)
- Q2 (a) Write note on 'Contingency Approach' to management. (8)
(b) Distinguish between administration and management. (7)
- Q3 (a) 'Rapidly changing environment reduces importance of planning'. Comment. (7)
(b) What is 'Bounded Rationality'? Explain limitations to it. (8)
- Q4 (a) Discuss the elements of organising process. (7)
(b) Distinguish between formal and informal organisation. (8)
- Q5 (a) Explain importance of Staffing. (7)
(b) Discuss Likert's systems of management. (8)
- Q6 Define motivation process. Explain Maslow's motivation theory of needs. (5+10)
- Q7 Discuss main elements of controlling process. How control system can be made more effective. (7+8)
- Q8 Write short notes on **any three** of the following:- (5x3=15)
(a) M.B.O
(b) Span of Control
(c) Importance of leadership
(d) Budgetary control

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