

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onward Batches)

Bachelor In Service Industry Management (SIM) / BRDM (2014 & Onwards)

(Sem.-1)

PRINCIPLES OF MANAGEMENT

Subject Code : BBA-101

Paper ID : [C1121]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
- 2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
- 3. Each Sub-section contains TWO questions each, carrying TEN marks each.**
- 4. Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1) Write briefly :

- a) Define the term management.
- b) Differentiate between short term and long term planning.
- c) What are the benefits of business forecasting?
- d) Explain the term span of control.
- e) What is the importance of staffing?
- f) What are the benefits of controlling?
- g) State the skills required to be an effective manager.
- h) Differentiate between centralization and decentralization.
- i) Write a note on business process reengineering.
- j) Write a note on total quality management.

SECTION-B

UNIT-I

- 2) Discuss the nature and functions of management.
- 3) Briefly discuss the contribution of Taylor and Fayol towards the development of management thought.

UNIT-II

- 4) Discuss the objective of planning. Briefly discuss the steps involved in the planning process.
- 5) Explain the process and techniques of decision making.

UNIT-III

- 6) Discuss the nature and process of organizing.
- 7) What is meant by delegation of authority? What are the difficulties in the process of delegation?

UNIT-IV

- 8) Discuss the nature and process of control. State **any two** controlling techniques.
- 9) Write short notes on :
 - a) Benchmarking
 - b) Six- Sigma
 - c) Just- in-Time Management