

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onward Batches)
BRDM / Bachelor in Service Industry Management (SIM)
(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. Assess the role of Peter Drucker in the development of management thought.
- b. Comparison between Quantitative Approach and Scientific Management.
- c. Universality of Management Principles.
- d. Creativity in Decision Making.
- e. Essentials of a good Staffing Policy.
- f. Management by Exception.
- g. Outsourcing.
- h. Explain the concept of Total Quality Management.
- i. “*Decentralization leads to Delegation*”. Comment.
- j. Group Behaviour and Group Dynamics.

SECTION-B

UNIT-I

2. Management is regarded as an art by someone, science by others and inexact science by many more. The truth seems to be somewhere in the middle. In the light of this statement, explain the exact nature of management.
3. What do you understand by scientific management? In this connection, explain the contribution of F.W. Taylor to management thought.

UNIT-II

4. Planning is not an activity but a rational process. Discuss and give the various steps in the planning process.
5. *“Decision making involves choice from among alternative solutions”*. Comment.

UNIT-III

6. Explain the Principles of Span of Control. Discuss the factors influencing the proper Span of Control.
7. Staffing has come to be recognized as a separate management function in recent years only. Discuss.

UNIT-IV

8. Discuss the concept of Management Control. Give the steps of the Control Process.
9. Define the steps in the process of Bench Marking.