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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

M Code: 10538

Subject Code: BBA-101

Paper ID: [C1121]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS 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) Management as a process.
- b) Illumination experiments.
- c) Process of MBO.
- d) Tactical decisions .
- e) Informal organization.
- f) Differentiate between delegation of authority and decentralization of authority.
- g) Zero base budgeting.
- h) Scope of controlling.
- i) Explain 'Six-Sigma' as modern management technique.
- j) Importance of staffing.

SECTION B

Unit-I

2. What is Taylor's scientific management approach? Discuss main features of scientific management.
3. What do you understand by the term management? Discuss functions of management.

Unit-II

4. What do you understand by forecasting? How is it related with planning?
5. Discuss the concept of decision-making and explain in detail decision-making conditions.

Unit-III

6. Define organization. How is it different from organizing? Discuss principles of organization.
7. Describe the various bases for departmentation. Do you agree with the view that there is no single one best way of departmentation applicable to all organizations, explain with reasons.

Unit-IV

8. In what way planning and control related to each other? Explain clearly the essential steps in control process.
9. Answer any two of the following in detail
 - a) Total quality management
 - b) Knowledge management
 - c) Kaizen