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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