



MBE-010-001101

Seat No. _____

B. B. A. (Sem. I) (CBCS) Examination

November / December – 2016

101 : Principles of Management - 01

(Old Course)

Faculty Code : 010

Subject Code : 001101

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :**
- (1) All questions are compulsory.
 - (2) All questions carry equal marks.

1 Define the term “Management”. Also discuss the functions of management. **14**

OR

1 Comment on “Management as a profession”. **14**

2 Define the term “Planning”. Also discuss different types of plan in detail. **14**

OR

2 Explain the characteristics and importance of Planning in detail. **14**

3 Explain merits and demerits of line and staff organization. **14**

OR

3 Explain Organizing Process in detail. **14**

4 What is Staffing ? Explain functions of staffing. **14**

OR

4 What do you mean by communication ? Describe Communication Process. **14**

5 “Controlling is unavoidable function of Management”. Explain this statement with importance of controlling. **14**

OR

5 Explain various Controlling Techniques in brief. **14**