



PBM-161100010104 Seat No. _____

B. B. A. (Sem. I) Examination
November / December - 2018
Fundamentals of Management
(New Course)

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

[Total Marks : 70

- Instructions :**
- (1) All questions are compulsory.
 - (2) Each question carries equal marks.
 - (3) Figures to the right indicate marks.

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| 1 | Write a brief note on management functions. | 14 |
| OR | | |
| 1 | Justify management is an Art, Science and Profession. | 14 |
| 2 | Explain in detail : Planning Process. | 14 |
| OR | | |
| 2 | Compare and contrast : Strategic Planning and Operational Planning. | 14 |
| 3 | Write a brief note on qualities of good organizational structure. | 14 |
| OR | | |
| 3 | What is functional organization and matrix organization ? Explain giving relevant examples and diagrams. | 14 |
| 4 | Write a brief note on various staffing functions. | 14 |
| OR | | |
| 4 | (a) What is leadership ? Explain features of leadership. | 7 |
| | (b) Discuss various methods of coordination. | 7 |
| 5 | What is the role and importance of controlling in an organization ? | 14 |
| OR | | |
| 5 | Write a short note on various controlling techniques. | 14 |