



JAQ-010-001101

Seat No. _____

B. B. A. (Sem. I) (CBCS) (W.E.F. 2010) Examination

November – 2019

Principles of Management - 01

(Old Course)

Faculty Code : 010

Subject Code : 001101

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

[Total Marks : 70

- Instructions :** (1) Attempt all questions.
(2) All questions carry equal marks.
(3) Figures on right side show marks.

1 Define 'Management' and explain characteristics of Management. 14

OR

1 (a) Explain - Universality of Management. 7
(b) Discuss - Management as a profession. 7

2 Explain 'Planning Premises' and explain in detail external planning premises. 14

OR

2 (a) Write a note on : 'Decision Making'. 7
(b) Explain features of an effective plan. 7

3 (a) Write a note on : 'Functional Organisation'. 7
(b) Write a note on : 'Matrix organisation'. 7

OR

3 (a) Write a note on : 'Decentralisation'. 7
(b) Describe briefly 'Organisation Process'. 7

4 Discuss internal and external factors affecting staffing. 14

OR

4 (a) Write a note on : "Barriers in Communication". 7

(b) Explain importance of Directing in Management. 7

5 Define 'Controlling' and explain importance of controlling. 14

OR

5 (a) Write a short note on : Controlling Process. 7

(b) Write a note on : Modern Controlling techniques. 7
