

BBA-101

Principles of Management

Bachelor of Business Administration (BBA-10/12/16/17)

1st Semester Examination 2019

Time : 3 Hrs

Maximum Marks : 80

Note : This paper is of Eighty (80) marks divided into three (03) sections A,B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section –A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nineteen (19) and marks each. Learners are required to answer any two (02) questions only. (2x19=38)

1. What do you mean by 'Management by Objectives'?
What are the different steps involved in it?
2. Explain McGregor's Theory X and Theory Y. How is theory Y an improvement over the traditional view that you can motivate employee by paying them more money?
3. What are the challenges faced by Indian Managers?
Discuss the approaches which can be adopted to meet these challenges effectively.

4. 'Planning has become essential today because of frequent changes taking place in the external environment.' Discuss.

Section – B

(Short- answer- type questions)

Note : Section 'B' contains eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any four 04 questions only. (4 x 8 = 32)

Write short note (Any 4)

- a) Budgeting
- b) Rational Decision Making
- c) Motivation
- d) Decentralization
- e) Barriers to Communication
- f) Scientific Management
- g) Effective Communication
- h) Social Responsibility

Section –C

(Objective Type Questions)

Note : Section 'C' contains ten objective type questions of one (01) mark each. All questions of this section are compulsory. (10 x 1 = 10)

1. Planning process begins with:
 - a) Policies
 - b) Procedure
 - c) Programmes
 - d) Goals and objectives

2. The titles Chairman , CEO and COO are examples of :
 - a) Top Management
 - b) Middle Management
 - c) First Line Management
 - d) Entrepreneur
3. The word _____denotes a function, a task,a discipline.
 - a) Management
 - b) Leadership
 - c) Motivation
 - d) None of the above
4. Who of the following is the industrial philanthropist?
 - a) Seebohm Rowntree
 - b) Max Weber
 - c) Henry Ford
 - d) Frederick Taylor
5. Theory _____is based on negative assumptions about workers.
 - a) C
 - b) Z
 - c) Y
 - d) X
6. Who of these is the entrepreneur?
 - a) Barack Obama
 - b) James Dyson
 - c) Damien Hirst
 - d) Mo Farah

7. Which one of the following is not a characteristic of a bureaucratic organisation?
- a) Authority
 - b) Regulation
 - c) Command Structure
 - d) Change
8. ____ is an individual's capacity to influence decisions
- a) Span of control
 - b) Power
 - c) Line Authority
 - d) Staff Authority
9. 1st stage of group development is _____
- a) Norming
 - b) Storming
 - c) Forming
 - d) Adjourning
10. ____ roles involve people and other duties that are ceremonial and symbolic in nature.
- a) Informational
 - b) Decisional
 - c) Interpersonal
 - d) All of above
