

[60]

No. of printed page: 1

SARDAR PATEL UNIVERSITY
BBA (I Sem.) Examination
Wednesday, 22 April 2015
2.30 – 4.30 pm
UM01CBBA01 - Principles of Management

Total Marks: 60**Note:** Figures to the right indicate marks.

- Q.1 Define management. Discuss in detail significance and objectives of management. [15]
- OR**
- Q.1 Explain process of management and differentiate between management and administration. [15]
- Q.2 Narrate: Planning and discuss in detail various planning premises. [15]
- OR**
- Q.2 Discuss types of plan and explain planning procedure. [15]
- Q.3 What is Organization? Explain in detail principles of organization. [15]
- OR**
- Q.3 Evaluate: Centralized and decentralized organization. [15]
- Q.4 Define motivation and explain in detail Maslow's theory of motivation. [15]
- OR**
- Q.4 What is communication? Explain principles and barriers to effective communication. [15]

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