

SARDAR PATEL UNIVERSITY
B.B.A (FT) (I Sem.) (NC) Examination
Wednesday, 22 April 2015
2.30 – 4.30 pm
UM01CBBF01 - Principles of Management

Total Marks: 60

Note: 1. Figures to the right indicate marks

- Q.1 A** Define the term "Management" and discuss the importance of management. **09**
- Q.1 B** Write a note on Process of Management. **06**
- OR**
- Q.1** Write a brief note on the following: **3×5 = 15**
1. Management as Profession
 2. Middle level of Management.
 3. Management V/S Administration.
- Q.2** What do you mean by term Planning? Discuss the basic nature of planning in detail with appropriate examples. **15**
- OR**
- Q.2 A** Describe various steps in planning procedure for starting a small scale business unit. **09**
- Q.2 B** Write a note on Internal Planning Premises. **06**
- Q.3** Define Organization and discuss its process as well as principles. **15**
- OR**
- Q.3** Write an explanatory but brief note on: **3×5 = 15**
1. Forms of Departmentalization.
 2. Advantages of Centralization.
 3. Limitations of Line & Staff Organization Structure.
- Q.4 A** Define the term Motivation and discuss Maslow's theory of motivation. **10**
- Q.4 B** Discuss Autocratic Leadership Style. **05**
- OR**
- Q.4 A** Explain the major principles of communication. **08**
- Q.4 B** Define the term Control and discuss in detail its procedure. **07**