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SARDAR PATEL UNIVERSITY
B.B.A (ITM) (I Sem.) (NC) Examination
Wednesday, 22 April 2015
2.30 – 4.30 pm
UM01CBBI01 - Principles of Management

Total Marks: 60

NOTE: 1) All questions have internal choices.
2) Figures to the right indicate full marks of the question.

- Q1. What is Management? Discuss the importance of management. (15)
OR
- Q1. Write a note on: (15)
 - 1. Management as a profession.
 - 2. Management as a process.
- Q2.(A) Clarify the concept of planning and discuss the characteristics of planning. (10)
- (B) Elaborate the obstacles in planning. (05)
OR
- Q2.(A) Explain the planning process with the help of a figure. (10)
- (B) Discuss the various types of plans briefly. (05)
- Q3.(A) Define organizing. Explain the process of organizing. (10)
- (B) Explain the advantages of delegation. (05)
OR
- Q3. Write a detailed note on centralization and decentralization. (15)
- Q4.(A) Define motivation. Discuss Maslow's need hierarchy theory of motivation. (10)
- (B) Write a note on autocratic leadership style along with its merits and demerits. (05)
OR
- Q4.(A) What is communication? Discuss the principles for effective communication. (10)
- (B) Write a note on democratic leadership style along with its merits and demerits. (05)

ALL THE BEST