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(65)

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY

BBA(ISM) – I SEMESTER (CBCS) (NC)

Wednesday, 22<sup>nd</sup> April, 2015

Time: - 02.30 P. M. TO 04.30 P.M.

Subject Code: - UMO1CBBS01

Subject Title: - Principles of Management

Total Marks: - 60

Q.1 What is Management? Discuss in detail significance & process of Management. (15)

OR

Q.1 (A) Discuss in detail different levels of Management. (08)

(B) Write down difference between Management & Administration. (07)

Q.2 What is Planning? Discuss in detail different types of Planning premises. (15)

OR

Q.2 (A) Discuss in brief constraints of planning. (08)

(B) Write a short note on types of Plans. (07)

Q.3 What is organization? Discuss in brief different principles of organization. (15)

OR

Q.3 What is Centralize & De- Centralize of Organization? Discuss in detail Advantages & Dis-Advantages of organization. (15)

Q.4 (A) What is Motivation? Discuss in detail theory "X" & theory "Y". (08)

(B) Define the meaning of leadership. Discuss in brief importance of leadership. (07)

OR

Q.4 (A) What is communication? Discuss in detail principles of effective communication. (08)

(B) What is controlling? Discuss in brief importance of controlling. (07)