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**SARDAR PATEL UNIVERSITY**  
**B.B.A. (ITM) (I Semester) Examination**  
**Wednesday, 13<sup>th</sup> April 2016**  
**2.30 pm to 4.30 pm**  
**UM01CBB101 - Principles of Management**

Note: Figures in the bracket to the right of this paper indicate Marks.

**Total Marks: 60**

- Q. 1. (A) Define Management. Explain in detail nature and scope of management. (10)  
 Q. 1. (B) Write a note on importance of Management. (05)
- OR**
- Q. 1. (A) Define Management. Explain in detail Management as a profession and as a process. (10)  
 Q. 1. (B) Write a note on levels of Management. (05)
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- Q. 2. (A) Define Planning. Explain in detail nature and process of planning. (10)  
 Q. 2. (B) Write a note on Importance of Planning. (05)
- OR**
- Q. 2. (A) Define planning. Discuss in detail barriers for effective planning. (10)  
 Q. 2. (B) Write a note on Planning Premises. (05)
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- Q. 3. (A) Define Organizing. Discuss in detail principles of organizing. (10)  
 Q. 3. (B) Write a note on Functional organization structure. (05)
- OR**
- Q. 3. (A) Explain in detail need and advantages of delegation. (10)  
 Q. 3. (B) Write a note on centralization. (05)
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- Q. 4. (A) Discuss in detail Abraham H. Maslow's theory of Hierarchy needs. (10)  
 Q. 4. (B) Write a note on leadership. (05)
- OR**
- Q. 4. (A) Discuss in detail Barriers to effective Communication. (10)  
 Q. 4. (B) Write a note on process of controlling. (05)

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