

**SARDAR PATEL UNIVERSITY**  
**BBA (ISM) (I Semester) Examination**  
**Wednesday, 13<sup>th</sup> April 2016**  
**2.30 pm to 4.30 pm**  
**UM01CBBS01 - Principles of Management**

**Total Marks: - 60**

- Q.1 (A) What is Management? Discuss in detail significance of management. (08)
- (B) Discuss in brief different levels of management (07)
- OR**
- Q.1 (A) Discuss in brief process of management. (08)
- (B) Write down the difference between Management & Administration. (07)
- Q.2 Define the meaning of Planning? Discuss in detail types of planning premises. (15)
- OR**
- Q.2 Discuss in detail importance & limitation of planning. (15)
- Q.3 (A) What is organizing? Discuss in detail principles of organizing. (10)
- (B) Write a short note on Line organizing. (05)
- OR**
- Q.3 Define the meaning of centralization & de centralization organizing. Discuss in detail merits & de merits of centralization organizing. (15)
- Q.4 (A) What is motivation? Discuss in detail Mc Gregor's theory. (08)
- (B) Define the meaning of leadership. Discuss in detail types of leadership. (07)
- OR**
- Q.4 (A) What is communication? Discuss in detail principles of effective communication. (08)
- (B) Define the meaning of controlling. Discuss in detail process of controlling. (07)

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