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SARDAR PATEL UNIVERSITY
BBA (ISM) (Ist Semester) Examination
Friday, 8th June 2012
11 am to 1 pm

UM01CBBS01 - Principles of Management

Toral Marks: 60

- Q.1 Explain several concepts of management and discuss its significance and objectives. [15]
- OR**
- Q.1 Discuss in brief-management as a process. Also draw the points of differences between management and administration. [15]
- Q.2 What is Planning ? What is its importance ? Write a brief note on nature of planning. [15]
- OR**
- Q.2 Explain various stages of planning process and highlight some planning promises. [15]
- Q.3 What is organising ? Discuss the process and principles of organising. [15]
- OR**
- Q.3 Give the meaning of centralisation and decentralisation. Also explain the advantages and disadvantages of decentralisation. [15]
- Q.4 What is motivation ? What is its importance ? Discuss in brief Maslow's theory of motivation. [15]
- OR**
- Q.4 Explain the concept of leadership. Why is it important in management ? Discuss in brief leadership styles. [15]

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