

SARDAR PATEL UNIVERSITY
BBA (Gen.) (I Sem.) Examination
Thursday, 29th November 2012
10.30 am - 12.30 pm
UM01CBBA01 : Principles of Management

Total Marks: 60

Note: All Questions carry equal marks.

Q.1 Define management. Discuss its significances and objectives in detail. (15)

OR

Q.1 Write a note on management as a profession and draw some points of differences between management and administration. (15)

Q.2 What is planning? Discuss its nature and importance. (15)

OR

Q.2 Explain various planning premises and briefly explain types of plans. (15)

Q.3 What is organizing? What is delegation? Discuss need and advantages of delegation. (15)

OR

Q.3 Give the meaning of centralization and decentralization. Also discuss advantages and disadvantages of decentralization. (15)

Q.4 What is motivation? Why is it important ? Discuss in detail theory of motivation given by Mashlow. (15)

OR

Q.4 Discuss some leadership styles. Also explain in brief barriers to effective communication. (15)
