

SARDAR PATEL UNIVERSITY
B.B.A (I SEM.) (CBCS) EXAMINATION
2012

Friday, 28th December
10.30 am to 12.30 pm

UM01CBBA01/03/06 : Principles of Management

Total Marks: 60

Note: Figures to the right indicate full marks of the questions.

- Q.1 (A) Explain - "Management as a process". [08]
 (B) Discuss the objectives of Management. [07]
OR
- Q.1 (A) "Organization stand or fall is depend on Management" - [08]
 Discuss with the reference to importance of Management.
 (B) Explain the various levels of Management. [07]
- Q.2 What is planning? Discuss the importance of planning. [15]
OR
- Q.2 Write short notes on: [15]
 (1) Different types of plan
 (2) Planning process
- Q.3 Define organization. Describe guiding principles of organization. [15]
OR
- Q.3 (A) State the steps in process of organizing. [08]
 (B) Explain the merits of line and staff organization structure. [07]
- Q.4 (A) Explain the theory X and Y of motivation. [08]
 (B) Explain free rein style of leadership. [07]
OR
- Q.4 Write short notes on: [15]
 (1) Importance of control
 (2) Barriers of communication

