

**SARDAR PATEL UNIVERSITY**  
**BBA (ISM) (I Sem.) Examination**  
**Thursday, 29<sup>th</sup> November 2012**  
**10.30 am - 12.30 pm**  
**UM01CBBS01 - Principles of Management**

**Total Marks: 60**

**Note:** Figures to the right indicate full marks.

Q.1

- (a) "Efficient management is essential for the survival and growth of any type of organisation." Discuss. [09]  
 (b) "Management is a profession." Explain. [06]

**OR**

Q.1

- (a) How will you classify the levels of management? Briefly describe the functions of different levels of management. [09]  
 (b) "Management is a process." Explain. [06]

Q.2

- (a) What is Planning? Describe various steps in the process of planning. [09]  
 (b) Explain in brief the constraints of planning. [06]

**OR**

Q.2

- (a) Discuss in detail the various types of plans. [09]  
 (b) What is planning premises? State the classification of planning premises. [06]

Q.3

- (a) Define Organisation. Explain the steps in the process of organising. [09]  
 (b) What is delegation? Explain the advantages of delegation. [06]

**OR**

Q.3

- (a) "Among the various types of Organisations, Line and Staff Organisation is the best." Do you agree with this statement? Explain. [09]  
 (b) Distinguish Centralisation and Decentralisation. [06]

Q.4

- (a) Critically examine Herzberg's two-factor theory of motivation. [09]  
 (b) State the advantages and disadvantages of participative leadership. [06]

**OR**

Q.4

- (a) Define Communication. Explain barriers to effective communication. [09]  
 (b) Explain the importance of controlling. [06]

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