

**SARDAR PATEL UNIVERSITY**  
**BBA (I Sem.) Examination**  
**2013**  
**Friday, 15<sup>th</sup> November**  
**2.30 - 4.30 pm**  
**UM01CBBA01 - Principles of Management**

**Total Marks: 60**

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

Q.1

- (a) "Management is a process." Explain. [09]  
 (b) Define management and point out the difference between management and administration. [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 profession." Explain. [06]

Q.2

- (a) Explain the steps involved in the process of planning. [08]  
 (b) Define planning and bring out clearly the nature of planning. [07]

**OR**

Q.2

- (a) Explain the following types of plans: [08]  
 (i) Objectives (ii) Policies (iii) Procedures (iv) Budgets  
 (b) What is planning premises? Give the classification of planning premises. [07]

Q.3

- (a) Discuss the guiding principles of organisation. [10]  
 (b) State the advantages of delegation. [05]

**OR**

Q.3

- (a) What is Line and Staff organisation? Discuss the advantages and disadvantages of Line and Staff organisation. [10]  
 (b) State the advantages of Centralisation. [05]

Q.4

- (a) Critically examine Herzberg's two factor theory of motivation. [08]  
 (b) State the merits and demerits of participative leadership. [07]

**OR**

Q.4

- (a) Explain the steps in the process of controlling. [08]  
 (b) Discuss the principles of effective communication. [07]

