

Block No. 7 (25) to 11 (25)

(87)

No. of printed pages: 01

SARDAR PATEL UNIVERSITY
BBA (I.T.M) EXAMINATION-2013, SEMESTER-I
FRIDAY, DATE: 15-11-2013
TIME: 02:30 P.M. TO 4:30 P.M.
PRINCIPLES OF MANAGEMENT [UM01CBB101]

Total Marks: 60

Note: Figures to the right indicate full marks.

- Q-1 (A) Discuss the importance of Management in an organization. [10]
Q-1 (B) State the difference between Administration and Management. [05]

OR

- Q-1 (A) Define the term Management. Also explain the objectives of Management. [10]
Q-1 (B) Discuss levels of Management in brief. [05]
Q-2 (A) Discuss the steps in Planning process in detail. [10]
Q-2 (B) Discuss in brief planning as an open system. [05]

OR

- Q-2 (A) Define planning and discuss the importance of Planning. [10]
Q-2 (B) State the constraint in Planning. [05]

- Q-3 (A) Explain Line and Staff structure in detail with merits and demerits. [10]
Q-3 (B) Write a brief note on Centralization of Authority. [05]

OR

- Q-3 (A) Discuss the concept of Delegation of Authority and also explain need and importance of delegation in organization. [10]
Q-3 (B) State the process of Organizing. [05]
Q-4 (A) Discuss Herzberg's theory of Motivation and also state its criticism. [10]
Q-4 (B) State the importance of Communication. [05]

OR

- Q-4 (A) Define Controlling and also explain the process of Controlling. [10]
Q-4 (B) State the merits and demerits of Participative leadership style. [05]

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