

(96)

SARDAR PATEL UNIVERSITY

FY BBA ISM (SEM I) (CBCS) EXAMINATION

2013

Friday, 15th November

02.30 PM to 4.30 PM

UM01CBCS01: PRINCIPLES OF MANAGEMENT

TOTAL MARKS: - 60

Note: - Figures to the right indicates marks.

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| Q.1 | (A) | What is management? Discuss in detail significant & objectives of management. | (10) |
| | (B) | Discuss in detail management as a Profession. | (05) |
| OR | | | |
| Q.1 | (A) | Discuss in brief management process. | (10) |
| | (B) | Write down the difference between Management V/S Administration. | (05) |
| Q.2 | (A) | What is Planning? Discuss in detail Various premises of Planning. | (08) |
| | (B) | Discuss in detail constrains of planning. | (07) |
| OR | | | |
| Q.2 | (A) | Discuss in brief various steps of Planning procedure. | (08) |
| | (B) | Discuss in detail various types of plans. | (07) |
| Q.3 | (A) | What is organization? Discuss in detail principles of organization. | (10) |
| | (B) | Write a short note on line organization. | (05) |
| OR | | | |
| Q.3 | (A) | What is centralization organization? Discuss in detail merits & demerits of centralization organization. | (10) |
| | (B) | Write a short note on functional organization. | (05) |
| Q.4 | (A) | What is Motivation? Discuss in detail McGregor's theory of motivation. | (08) |
| | (B) | What is Communication? Discuss in brief barriers to effective communication. | (07) |
| OR | | | |
| Q.4 | (A) | What is Controlling? Discuss in brief process of controlling. | (08) |
| | (B) | Define the meaning of Autocratic leadership. Discuss in detail merits & demerits of Autocratic leadership. | (07) |

*****All the Best*****