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Seat No. _____

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SARDAR PATEL UNIVERSITY
BBA (General) (I Semester) Examination
Thursday, 17 November 2016
10.00 am - 12.00 pm
UM01CBBA01 - Principles of Management

Total Marks : 60

Note : All questions carry equal marks.

Q.1 Clarify the meaning of management & discuss its significance & objectives in detail.

OR

Q.1 Write a note on management as a profession and explain the points of differences between management and administration.

Q.2 Discuss in detail the meaning, nature & importance of planning in a business unit.

OR

Q.2 Explain planning premises and discuss types of plans in detail.

Q.3 Give the definitions of organising and examine the principles of organising in detail.

OR

Q.3 Give the meaning of centralization & decentralization and discuss advantages & disadvantages of decentralization.

Q.4 What is motivation ? Why is it important ? Discuss in detail Maslow's theory of motivation.

OR

Q.4 Discuss the meaning and importance of communication in business unit and write down several principles of effective communication.

