

(g & A-4) Seat No.: _____

No. of printed pages: 01

SARDAR PATEL UNIVERSITY
F.Y.BBA (ITM) (SEM-I) EXAMINATION 2016(NC)
Thursday, 17th November 2016
10:00 a. m to 12:00 p. m.
UM01CBBI01 Principles of Management

TOTAL MARKS: 60

NOTE: 1) All questions have internal choices.

2) Figures to the right indicate full marks of the question.

Q1 What is management? Discuss the objectives of management. (15)

OR

Q1 What is management? Discuss the importance of management. (15)

Q2 What is planning? Discuss the planning process with the help of a figure. (15)

OR

Q2 What is planning? Explain the importance of planning. (15)

Q3 Define Organizing. Write a detailed note on delegation. (15)

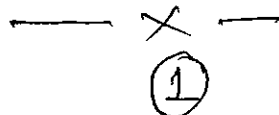
OR

Q3 Define Organizing. Write a detailed note on centralization and decentralization. (15)

Q4 What is motivation? Discuss Maslow's theory of motivation with criticism. (15)

OR

Q4 Define communication and discuss the principles of effective communication. (15)



ALL THE BEST