

(8) Seat No.: _____

No. of printed pages: 01

SARDAR PATEL UNIVERSITY
F.Y.BBA (ITM) (SEM-I) EXAMINATION 2016
Thursday, 17th November 2016
10:00 a. m to 12:00 p. m.
UM01CBB109 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? Write the difference between management & administration. (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. Explain in detail Functional organization structure. (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 What is leadership? Discuss the various types of leadership styles along with advantages and disadvantages. (15)

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ALL THE BEST