

(7 & A-7) Seat No.: _____

No. Of Printed Pages: 1

SARDAR PATEL UNIVERSITY

BBA(ISM) I - SEMESTER EXAMINATION

DATE: 17TH NOVEMBER 2016, Thursday

TIME: 10:00 A.M TO 12:00 P.M.

SUBJECT: PRINCIPLES OF MANAGEMENT-I (UM01CBBS01)

TOTAL MARKS: 60

Q 1. What do you mean by Management? Explain its importance in detail. (15)

OR

Q 1. Explain the difference between Management and Administration in detail. (15)

Q 2. "Planning increases the chances of Success in business do you agree? Comment it

Explain its process in detail. (15)

OR

Q 2. Write a note on: (a) Constraints of planning (7)

(b) Types of plan (8)

Q 3. Define organization and explain the requirements and merits of delegation in detail. (15)

OR

Q 3. What do you mean by organization? Explain Functional organization in detail. (15)

Q 4. What do you mean by Motivation? Explain Maslow's theory of motivation in detail. (15)

OR

Q 4 Explain Significance and barriers of effective communication in detail. (15)

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