

[93/A16]

SEAT No. _____

No. of Printed pages 1

SARDAR PATEL UNIVERSITY
F Y BBA (GENERAL) (Semester- I) Examination
2018
Tuesday, 23rd October
02:00 P.M. to 04:00 P.M.
SUBJECT : PRINCIPLES OF MANAGEMENT
UM01CBBA01

Total Marks : 60

- Q-1**
- [A] Define 'Management'. Explain significance of Management. (07)
[B] Write a note on – POSDCoRB (08)
- OR**
- Q-1**
- [A] Explain various levels of management. (07)
[B] Differentiate between Management & Administration (08)
- Q-2** Define 'Planning'. Explain process of planning. (15)
- OR**
- Q-2**
- [A] Describe different types of planning premises. (08)
[B] Write a note on – Types of Plans (07)
- Q-3** Explain various guiding principles of organisation. (15)
- OR**
- Q-3**
- [A] Describe advantages of delegation. (07)
[B] Differentiate between Centralisation & Decentralisation. (08)
- Q-4**
- [A] Describe the importance of Controlling. (07)
[B] Explain Maslow's theory of motivation. (08)
- OR**
- Q-4**
- [A] Define the term 'Communication'. Discuss process of communication. (07)
[B] Describe various styles of Leadership. (08)

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