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SEAT No. _____

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SC

SARDAR PATEL UNIVERSITY

B.B.A. (GEN) (SEMESTER: 1) EXAMINATION (2018 Batch)

2018

Tuesday, 23rd October

2:00 P.M. To 4:00 P.M.

UM01CBBA21: PRINCIPLES OF MANAGEMENT

Total Marks: 60

Note: 1. Figure to the right indicate full marks of question.

2. All questions carry equal marks.

Q-1 (A) Distinguish between Management and Administration. [08]

(B) "Management is the effective utilization of human and material resources to achieve the enterprise objectives."- Discuss this statement in context of significance of management. [07]

OR

Q-1 Explain nature and importance of planning in detail. [15]

Q-2 (A) Explain Line and Staff structure in detail with merits and demerits. [10]

(B) Write brief note on: Centralization of Authority. [05]

OR

Q-2 "Sound organisation structure is an essential prerequisite of efficient management."-Elucidate this statement with reference to principles of organisation. [15]

Q-3 (A) Discuss Maslow's theory of motivation and also state its criticism. [10]

(B) Discuss the importance of motivation. [05]

OR

Q-3 Explain following leadership styles [15]

1) Autocratic

2) Democratic

3) Free Rein

Q-4 (A) Define Controlling and also explain the process of Controlling. [10]

(B) Briefly explain process of communication. [05]

OR

Q-4 (A) Describe barriers to effective communication. [10]

(B) Write note on: Importance of controlling. [05]