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SEAT No. _____

No. of Printed Pages : 1

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SARDAR PATEL UNIVERSITY
BBA (IB) (Semester I) Examination
Tuesday, 23rd October, 2018
2:00 pm to 4:00 pm
UM01CBBB01: Principles of Management

Total Marks: 60

Note: Figures to the right indicate full marks of the question.

- Q.1(a) What is Management? Explain the Significance of Management. 09
(b) Explain "Management as a Profession". 06
- OR
- Q.1 (a) Explain in Brief various levels of Management. 09
(b) Distinguish between Management and Administration. 06
- Q.2. Define Planning and describe the steps in the process of Planning. 15
- OR
- Q.2 (a) Explain the importance of Planning. 08
(b) Discuss the limitations of Planning. 07
- Q.3 Explain guiding principles of organization. 15
- OR
- Q.3 What is line organization? Explain its Features, Advantages and Disadvantages. 15
- Q.4 (a) Discuss Maslow's theory of motivation. 08
(b) State merits and demerits of Participative Leadership style. 07
- OR
- Q.4(a) Explain principles of effective communication. 07
(b) Describe steps in the process of controlling. 08

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