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SARDAR PATEL UNIVERSITY, ...

B.B.A. (ITM) (SEMESTER: 1) EXAMINATION (NC)

2018

Tuesday, 23rd October

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

UM01CBB109: 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 What is management? Discuss the importance of management. [15]
- OR**
- Q-1 (A) Distinguish between Management and Administration. [08]
 (B) Write a note on management as a process. [07]
- Q-2 What is planning? Explain the planning process with the help of a figure. [15]
- OR**
- Q-2 What is planning? Discuss the importance of planning. [15]
- Q-3 Give meaning of organizing and explain following types of organizing [15]
 1) Line organization
 2) Functional organization
 3) Line and staff organization
- OR**
- Q-3 What is organizing? Explain in detail centralization and decentralization. [15]
- Q-4 What is motivation? Why is it important? Discuss in detail theory of [15]
 motivation given by Maslow.
- OR**
- Q-4 Discuss principles of effective communication. [15]

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