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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

F Y BBA (ISM) (Semester- I) Examination

(June 2011 Batch)

Tuesday, 23rd October 2018

02:00 P.M. to 04:00 P.M.

SUBJECT : PRINCIPLES OF MANAGEMENT

UM01CBBS01

Total Marks : 60

Q-1 Define 'Management'. Explain functions and significance of Management. (15)

OR

Q-1

[A] Explain various levels of management. (07)

[B] Differentiate between Management & Administration (08)

Q-2 What do you mean by planning? Explain process of planning. (15)

OR

Q-2

[A] Discuss importance of planning. (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] Discuss process of organising. (08)

Q-4 What is Controlling? Describe the process of Controlling. (15)

OR

Q-4

[A] Define the term 'Communication'. Discuss principles of effective communication. (08)

[B] Describe various styles of Leadership. (07)

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