

[97]

SEAT No. _____

No. of Printed Pages : 1

50

Sardar Patel University

BBA (ISM) I Semester Examination

Tuesday, 23rd October 2018

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

UM01CBBS21: Principles of Management

Total Marks: 60

Q.1 What is Management? Discuss in detail significance of management. (15)

OR

Q.1 (A) What is Planning? Discuss in detail process of planning. (08)

(B) Discuss in detail types of plans. (07)

Q.2 What is organizing? Discuss in detail process & principles of organizing. (15)

OR

Q.2 (A) What is Centralization? Discuss in detail merits & demerits of Centralization. (10)

(B) Write a short note on Line organizing. (05)

Q.3 What is Leadership? Discuss in detail different types of leadership. (15)

OR

Q.3 What is Motivation? Discuss in detail Theory "X" & Theory "Y". (15)

Q.4 What is Communication? Discuss in detail importance of Communication. (15)

OR

Q.4 What is Controlling? Discuss in detail process of controlling. (15)

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