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SEAT No. _____ No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

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

2018

Tuesday, 23rd October

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

UM01DBBI21: 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) Define management and explain functions of management. [10]
- (B) Discuss levels of management in brief. [05]

OR

Q-1 Define the term Planning and elucidate its nature and importance of planning. [15]

Q-2 Give meaning of organizing and elaborate its principles. [15]

OR

- Q-2 (A) Write note on: [10]
 - 1. Line organisation structure
 - 2. Functional organisation structure
- (B) Distinguish: Centralization and Decentralization. (five points only) [05]

- Q-3 (A) List out qualities of a good leader and explain any six qualities. [08]
- (B) Differentiate between theory X and theory Y. [07]

OR

- Q-3 (A) Discuss Herzberg's theory of motivation and also state its criticism. [10]
- (B) Write note on: Autocratic style of leadership. [05]

Q-4 Define communication and discuss the principles of effective communication. [15]

OR

- Q-4 (A) Explain the steps in the process of controlling. [08]
- (B) Explain in brief barriers to effective communication. [07]

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