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SEAT No. _____

No. of Printed Pages: 01

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SARDAR PATEL UNIVERSITY
BBA LLB (Hon) Examination, I - Semester

Tuesday, Date: 07/11/2017

Session: Morning, Time: 10:00 A.M. To 12:00 P.M.

Subject Code: UL01CBBH03

Subject Title: Principles of ~~Firms~~

Total Marks: 50

Instructions:

- ❖ All the questions are mandatory.
- ❖ Each question carries certain marks. The mark for each question is stated at the right end of the question.
- ❖ Read the instructions very carefully. Also read the questions carefully before attempting to answer the questions.

Q-1 Define management? Discuss management with the help of managerial skills and Nature of management. [13]

OR

Q-1 What do you mean by planning? Explain planning process and components of plans in detail. [13]

Q-2 Discuss types of organization structure in detail. [12]

OR

Q-2 Explain advantages and disadvantages of Centralization and decentralization in detail. [12]

Q-3 Define Motivation and explain Herzberg's Two factor theory to understand the motivation. [13]

OR

Q-3 "Directing plays an important role in each and every organization." Explain the given statement with the help of principles of directing. [13]

Q-4 Discuss all the corrective measures of communication. [12]

OR

Q-4 Explain merit of controlling and control area of each and every organization. [12]



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