

(4) Seat No.: _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

BBA(FT/IB) (I Semester) Examination (NC)

Subject: Principles of Management

Code: UM01CBBF01/B01

Year: 2016-2017

Date : 11/03/2017

Time: 2:00 p.m to 4:00 p.m

Day : Saturday

Total Marks: 60

Q.1(a) Define Management and briefly discuss its significance. [09]

(b) "Management is a Process." Explain. [06]

OR

Q.1(a) Point out differences between Management and Administration [08]

(b) Briefly discuss functions of different levels of management. [07]

Q.2 Discuss briefly internal and external Planning Premises. [15]

OR

Q.2 Explain Planning Process and constraints in Planning. [15]

Q.3 Narrate Organising and explain Principles of organizing briefly. [15]

OR

Q.3 Evaluate : [15]

1) Line & Staff organization

2) Centralization v/s Decentralization

Q.4(a) Discuss Mc Gregor's theory of Motivation with criticism. [10]

(b) Explain Paternalistic Style of Leadership. [05]

OR

Q.4(a) Discuss the Principles of effective communication. [08]

(b) Enumerate importance of controlling. [07]

— X —

(1)