

SARDAR PATEL UNIVERSITY**F Y BBA (General) (Semester- I) Examination****2016****Wednesday, 13th April****2:30 p.m. to 4:30 p.m.****SUBJECT : Principles of Management****UM01CBBA01****Total Marks : 60****Q-1**

- [A] Define 'Management'. Discuss significance of management. (09)
- [B] Write a note on – Levels of Management (06)

OR**Q-1**

- [A] "Management is a process". Explain this statement. (09)
- [B] Differentiate between Management and Administration. (06)

- Q-2** Define 'Planning'. Describe importance and constraints of planning. (15)

OR**Q-2**

- [A] Discuss various internal and external planning premises. (09)
- [B] Write a note on – Types of Plans (06)

Q-3

- [A] Discuss merits and demerits of Line organisation structure. (08)
- [B] Differentiate between centralisation and decentralisation. (07)

OR**Q-3**

- [A] Define 'Organisation'. Explain principles of organisation. (08)
- [B] Describe process of organisation. (07)

Q-4

- [A] Discuss Maslow's theory of motivation. (08)
- [B] Write a note on – Styles of Leadership (07)

OR**Q-4**

- [A] Discuss barriers to effective communication. (08)
- [B] Explain importance of controlling. (07)