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No. of printed pages: 01

SARDAR PATEL UNIVERSITY
F.Y.BBA (Honours) (ITM) (SEM-I) EXAMINATION 2016 (NC)
Wednesday, 13th April 2016
2:30 p. m to 4:30 p.m.
UM01CBBI09
Principles of Management

TOTAL MARKS: 60

NOTE: 1) All questions have internal choices.
2) Figures to the right indicate full marks of the question.

Q1 What is management? Discuss the importance of management. (15)

OR

Q1 Write a note on: (15)

1. Management as a profession

2. Management as a process

Q2 Define planning and discuss the importance of planning. (15)

OR

Q2 What is planning? Explain the planning process. (15)

Q3 Define Organizing. Explain in detail the principles of organizing. (15)

OR

Q3 Clarify the concept of delegation and discuss the needs and advantages of delegation. (15)

Q4 Write a note on autocratic, democratic and free rein leadership styles. (15)

OR

Q4 Clarify the concept of communication and discuss the barriers to effective communication. (15)

BEST OF LUCK

— X —
(1)