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No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**BBA (IB) ( I Semester) Examination**  
**Thursday, 9th November, 2017**  
**2:00 pm to 4:00 pm**  
**UM01CBBB01: Principles of Management**

Total Marks: 60

**Note: Figures to the right indicate full marks.**

- Q.1(a) Define Management and explain the significance of Management. (10)  
 (b) Write note on : Management as a Profession. (05)

OR

- Q.1(a) 'Management as a Process'. Explain. (09)  
 (b) Distinguish between Management and Administration. (06)  
 Q.2 (a) What do you understand by Planning? Describe the Steps in the process of Planning. (10)  
 (b) Write note on: Planning Premises. (05)

OR

- Q.2 Explain in detail various types of Plans with suitable examples. (15)  
 Q.3 Discuss in detail guiding principles of Organisation. (15)

OR

- Q.3 What is Line Organisation? Explain its features, advantages and disadvantages. (15)  
 Q.4(a) Evaluate Herzberg's two-factor theory of Motivation. (08)  
 (b) Discuss merits and demerits of Participative Leadership. (07)

OR

- Q.4(a) Discuss the principles of effective Communication. (07)  
 (b) Describe the steps in the process of Controlling. (08)

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 (1)