

SARDAR PATEL UNIVERSITY
B.B.A. (IB) (I Semester) Examination
Wednesday, 13th April 2016
2.30 pm to 4.30 pm

UM01CBBF01/ UM01CBBB01 - Principles of Management

Total Marks : 60

Q.1 Clarify the concept of Management with its objectives and Levels of management [15]

OR

Q.1 Write note on : [15]
1) Management v/s Administration
2) Management as a Profession

Q.2 What is Planning? Explain importance of planning and Planning process. [15]

OR

Q.2 Explain briefly factors affecting Planning Premises. [15]

Q.3(a) What is delegation ? Discuss importance of delegation in management. [08]
(b) Differentiate : Centralisation and Decentralisation [07]

OR

Q.3 Write note on : [15]
1) Line Organisation
2) Principle of organizing

Q.4(a) Describe Herzberg's theory of Motivation with criticism. [08]
(b) Briefly discuss various Leadership Styles. [07]

OR

Q.4(a) Discuss Communication with its barriers to effective communication. [08]
(b) What is controlling and its process. [07]

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