

(5) Seat No.: _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

BBA(ISM) – Ist SEMESTER (NC)

Saturday, 11/03/2017

TIME: - 2.00 TO 4.00 PM

UM01CBBS01- Principles of Management

TOTAL MARKS: -60

Q.1 What is Management? Discuss in brief process of Management. (15)

OR

Q.1 (A) Discuss in detail significance of Management. (10)

(B) Write down difference between Management & Administration. (05)

Q2 What is Planning? Discuss in detail Planning premises. (15)

OR

Q.2 Discuss in detail process & importance of Planning. (15)

Q.3 What is organising? Discuss in detail various principles of organizing. (15)

OR

Q.3 What is Centralization & Decentralization? Discuss in detail out of any one advantage & disadvantages of organization. (15)

Q.4 (A) What is Motivation? Discuss in detail Maslow's theory of motivation. (08)

(B) What is Communication? Discuss in detail principles of effective communication. (07)

OR

Q.4 (A) What is leadership? Discuss in detail Autocratic leadership & Democratic leadership. (08)

(B) What is Controlling? Discuss in detail process of controlling. (07)

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(1)