

Sc

[65]

No. of printed page: 1

SARDAR PATEL UNIVERSITY
B.B.A. (ITM) (I Semester) Examination
Wednesday, 13th April 2016
2.30 pm to 4.30 pm
UM01CBB101 - Principles of Management

Note: Figures in the bracket to the right of this paper indicate Marks.

Total Marks: 60

- Q. 1. (A) Define Management. Explain in detail nature and scope of management. (10)
Q. 1. (B) Write a note on importance of Management. (05)
OR
Q. 1. (A) Define Management. Explain in detail Management as a profession and as a process. (10)
Q. 1. (B) Write a note on levels of Management. (05)
- Q. 2. (A) Define Planning. Explain in detail nature and process of planning. (10)
Q. 2. (B) Write a note on Importance of Planning. (05)
OR
Q. 2. (A) Define planning. Discuss in detail barriers for effective planning. (10)
Q. 2. (B) Write a note on Planning Premises. (05)
- Q. 3. (A) Define Organizing. Discuss in detail principles of organizing. (10)
Q. 3. (B) Write a note on Functional organization structure. (05)
OR
Q. 3. (A) Explain in detail need and advantages of delegation. (10)
Q. 3. (B) Write a note on centralization. (05)
- Q. 4. (A) Discuss in detail Abraham H. Maslow's theory of Hierarchy needs. (10)
Q. 4. (B) Write a note on leadership. (05)
OR
Q. 4. (A) Discuss in detail Barriers to effective Communication. (10)
Q. 4. (B) Write a note on process of controlling. (05)

