

(06) Seat No.: \_\_\_\_\_

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

B.B.A. (ITM) (SEMESTER: 1) EXAMINATION (NC)

2017

Saturday, 11<sup>th</sup> March

2:00 P.M. To 4:00 P.M.

UM01CBB109: PRINCIPLES OF MANAGEMENT

Total Marks: 60

Note: 1. Figure to the right indicate full marks of question.

2. All questions carry equal marks.

Q-1 (A) Define the term management and explain various levels of management. [08]

(B) Explain- Management as a Process [07]

OR

Q-1 (A) Distinguish between Management and Administration. [08]

(B) Discuss significance of management. [07]

Q-2 Define the term Planning and elucidate its nature and importance of planning. [15]

OR

Q-2 (A) Discuss the steps in Planning process in detail. [10]

(B) List out constraint in Planning and explain any four. [05]

Q-3 Give meaning of organizing and elaborate its process and principles. [15]

OR

Q-3 (A) Distinguish : Centralization and Decentralization [08]

(B) Write a note on: Line and Staff organization structure. [07]

Q-4 What is motivation? Why is it important? Discuss in detail theory of motivation given by Maslow. [15]

OR

Q-4 (A) Explain in brief barriers to effective communication. [08]

(B) Explain the steps in the process of controlling. [07]

*All the Best*

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(1)