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(132)

SEAT No. _____

No. of printed pages: 01

SARDAR PATEL UNIVERSITY
F.Y.BBA (ITM) (SEM-I) EXAMINATION 2017
Thursday, 9th November 2017
2:00 p. m to 4:00 p. m.
UM01CBBI09 Principles of Management

TOTAL MARKS: 60

NOTE: 1) All questions have internal choices.
2) Figures to the right indicate full marks of the question.

Q1 What is management? Discuss the importance of management. (15)

OR

Q1 Write a note on: (15)

1. Management as a process
2. Management as a profession

Q2 What is planning? Discuss the characteristics of planning. (15)

OR

Q2 What is planning? Discuss the planning process with the help of a figure. (15)

Q3 Define Organizing. Explain in detail Functional organization structure. (15)

OR

Q3 Define Organizing. Write a detailed note on centralization and decentralization. (15)

Q4 What is motivation? Discuss Maslow's theory of motivation with criticism. (15)

OR

Q4 What is communication? Discuss the various principles for effective communication. (15)

#ALL THE BEST#

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