

42241



I SEMESTER BBA EXAMINATION–MARCH / APRIL 2022

SCHEME: SEMESTER- CBCS

004

BBA

PRINCIPLES OF MANAGEMENT

Time: 03 Hours

Max Marks: 80

PART – A

Answer any two questions: 15 Marks each.

2x15=30

1. Define Management. Discuss the nature and functions of management.
2. What is Planning? Discuss in brief the different types of plans.
3. Explain the principles of Organization. Differentiate between formal and informal organization.
4. Define Management Control. Discuss the modern controlling techniques.

PART – B

Answer any three questions: 10 Marks each.

3x10=30

5. Discuss the different levels of Management.
6. Distinguish between Centralization and Decentralization.
7. Define staffing. Explain the staffing process.
8. Explain the different forms of communication.
9. Explain in brief functional organization.

PART – C

Answer any four questions: 5 Marks each.

4x5=20

Write short notes on:

10. Contribution of Elton Mayo.
11. Individual Vs Group Decision Making.
12. Internal sources of recruitment.
13. Feedforward and Feedback controls.
14. Authority and Responsibility.
15. Barriers to communication.

** *** **