

21440



I SEMESTER BBA EXAMINATION – MARCH/APRIL – 2022

075

SCHEME – SEMESTER – CBCS (NEP)

MANAGEMENT PRINCIPLES & PRACTICE

Time: 2 ½ Hours

Max Marks: 60

Instructions to Candidates: Answer all parts.

PART – A

Answer any FIVE of the following. Each Question carries 2 Marks: 5x2=10

1. Define MBO.
2. What is Green Management?
3. What are the functions of Management?
4. What do you mean by Span of Control?
5. Define Transition Leadership.
6. What are policies and procedures?
7. List any two differences between Management and Administration.

PART – B

Answer any TWO of the following. Each Question carries 10 Marks: 2x10=20

8. What is Business Social Responsibility? List the arguments for and against Business Social Responsibility.
9. Explain briefly the different types of organizations observed in various companies.
10. Define communication and list the barriers of effective communication in an organization.
11. Management is both Art and a Science. Substantiate.

PART – C

Answer any TWO of the following. Each Question carries 15 Marks: 2x15=30

12. Explain in detail Maslow's Need Hierarchy Theory.
13. What is the purpose of planning? Explain the process of planning in detail.
14. Explain any three leadership styles in brief.
15. What is Effective Control System? How different techniques of control help in controlling organisation's activities?

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