

B.B.A. SEM – II (2015 CBCS Course) : SUMMER - 2019

SUBJECT: PRINCIPLES OF MANAGEMENT

Day: Monday
Date: 15/04/2019

S-2019-1949

Time: 10.00 AM TO 01.00 PM
Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in *SAME* answer books.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Explain in brief, Contributions of Henry Fayol in the field of management?

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Planning is bridge between present and future. Explain.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

What is centralization? State the difference between delegation and decentralization.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Define leadership and explain autocratic styles of leadership along with its merits and demerits.

Q.5) Answer the following: (15 Marks X 1 = 15 Marks)

State the role of establishing standards in controlling process. Give any five standards developed in organization for performance comparison.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Functions of Top Level management
- b) Hierarchy of objectives
- c) Informal organization
- d) Basic control process
- e) Factors that raise ethical standards

SECTION - II

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

In a recent meeting of Department heads it was revealed that there is a lack of motivation amongst supervisory staff. Prepare a plan as a HR head on how to motivate the said supervisory staff?

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

Discuss in detail the role of organizational structure in employee involvement with in business firm.

Q.9) Answer the following: (20 Marks X 1 = 20 Marks)

What is the rationale of performing SWOT analysis? Provide a few examples of the opportunities and threats facing any organization of your choice
