

S.D.E.

B.B.A. SEM-II (CBCS - 2018 COURSE) : SUMMER - 2019

SUBJECT: PRINCIPLES OF MANAGEMENT

Day: Friday
Date: 03/05/2019

S-2019-4882

Time: 10.00 AM TO 01.00 PM
Max. Marks: 70

N.B.:

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer books.

SECTION-I

- Q.1** Discuss in detail skills required for an effective manager. **(10)**
- Q.2** What is the contribution of Tylor to the scientific management? **(10)**
- Q.3** Describe the process of planning and discuss importance of planning in business enterprise. **(10)**
- Q.4** What do you mean by organization? State the principles of organization. **(10)**
- Q.5** Describe various ingredients of Leadership in detail. **(10)**
- Q.6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Line and staff relationship
 - b) Styles of leadership
 - c) Use of IT in controlling
 - d) Departmentalization

SECTION-II

- Q.7** Prashant food industries has decided to diversify their business. The owner seeks your advice on whether to group the activities by product or by Function. What advice would you tender and why? **(15)**
- Q.8** 'Management is getting things done through others or along with others'. Which definition is adequate for present day concept of management? Discuss. **(15)**
- Q.9** 'Planning and controlling are inseparable twins of management'. How? Comment with suitable examples. **(15)**

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