

B.B.A. SEM – II (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT: PRINCIPLES OF MANAGEMENT

Day : **Tuesday**
Date : **24/04/2018**

S-2018-1595

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

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 **SEPARATE** answer books.
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SECTION-I

- Q.1** Define and interpret the term “Management.” Explain its nature and process. (15)
- Q.2** Explain the terms ‘plans’, ‘strategies’ and ‘policies’ by highlighting their varied dimensions. (15)
- Q.3** What do you understand by formal and informal organisations? Illustrate your answer (give examples). (15)
- Q.4** How can one tailor controls in order to suit individual managers and plans, so as to be in tune with the organisation culture? (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Scientific Management
 - b) Key Result Areas
 - c) Determinants of decentralization
 - d) Factors that raise ethical standards

SECTION-II

- Q.6** Explain the practical method of institutionalising ethics. Give suitable examples to justify your explanation. (20)
- Q.7** Write one imaginary (hypothetical) case each, to explain the ‘Trait approach’ as well the ‘Behavioural approach’ to leadership. (20)
- Q.8** The recent turbulence witnessed in the company –‘Snapdeal.com’ has been the result of certain wrong decisions taken by the top heads. State what went wrong and also explain generally, how would you identify and evaluate alternatives and especially, in the context of the given case. (20)

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