

S.D.E.
B.B.A. (2006 COURSE) SEM- I : SUMMER - 2018
SUBJECT: FUNDAMENTALS OF MANAGEMENT

Day: **Wednesday**
Date: **06/06/2018**

S-2018-4286

Time: **02.00 PM TO 05.00 PM**
Max. Marks: **80**

N.B.:

- 1) Attempt **ANY FIVE** questions from Section-I. Each question carries **10** marks.
 - 2) Attempt **ANY TWO** questions from Section - **II**. Each question carries **15** marks.
 - 3) Answers to both the sections should be written in the **SEPARATE** answer books.
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SECTION - I

- Q.1** Define “Leadership” and explain, with examples, any two leadership theories of your choice.
- Q.2** What is ethics? Explain the contributory factors that raise ethical standards in an organisation.
- Q.3** What is the purpose of planning? Differentiate between strategies and policies.
- Q.4** Define management and discuss its objectives, scope and nature.
- Q.5** As an HR Manager what steps will you follow for decision making in the recruitment and selection process?
- Q.6** Discuss, with examples, the essential ingredients for traditional non-budgetary control.
- Q.7** Write short notes on **ANY TWO** of the following:
- a) Difference between delegation and decentralization
 - b) Emergence of human relation school
 - c) Functions of managers
 - d) Formal and informal organisations

SECTION - II

- Q.8** As an HR Manager, you have been asked to study Fayol’s principles of equity and order, and apply it systematically to a hospitality firm which has established two years back.
- Q.9** “Authority and responsibility are the two sides of the same coin”. Comment.
- Q.10** Presently, your company is in the field of manufacturing small kitchen equipments. However due to Chinese entry into this segment, what control techniques should be adopted so as to overcome competition.

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