

B.B.A. (2010 COURSE) SEM- II : WINTER - 2017
SUBJECT: PRINCIPLES OF MANAGEMENT

Day: Thursday
Date: 09/11/2017

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

W-2017-1555

N.B:

- 1) **Q.No.1 is COMPULSORY.**
- 2) Solve **ANY FOUR** questions from Q.No.2 to Q.No.7.
- 3) Each question carries **14** marks.

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- Q.1** Explain the nature and purpose of Management. Discuss in detail the contribution of Henry Fayol to the field of Management. **(14)**
- Q.2** What are the various types of plan? Explain the steps in the planning process. **(14)**
- Q.3** How does delegation differ from decentralization? Justify your answer with suitable examples. **(14)**
- Q.4** Define the term 'Leadership'. Discuss the various types of leadership with respect to modern managers. **(14)**
- Q.5** State the requirements of effective controls in an Organization. How can Managers ensure flexibility of controls within the Organization? **(14)**
- Q.6** Discuss social responsibility of Managers. What are the factors that raise ethical standards? **(14)**
- Q.7** Write short notes on **ANY TWO** of the following: **(14)**
- a) Key Result Areas
 - b) Determinants of decentralization
 - c) Behavioral approach to leadership
 - d) Feed forward control and feedback control

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