

**CDOE**  
**BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)**  
**B.B.A. Sem-II : WINTER :- 2021**  
**SUBJECT: PRINCIPLES OF MANAGEMENT**

**Day : Monday**  
**Date 7/2/2022**

**W-18918-2021**

**Time : 10:00 AM-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** What are the essential characteristics of the Management? **(10)**
- Q.2** How the planning does affects the success of a business? State the types of planning. **(10)**
- Q.3** What do you mean by organization structure? What is the role of organization structure in business enterprise? **(10)**
- Q.4** Discuss in detail, steps involved in Basic controlling process. **(10)**
- Q.5** Describe any two styles of Leadership in detail. **(10)**
- Q.6** Write short notes on **ANY TWO** of the following: **(10)**
- a) Departmentalization
  - b) Decision making process
  - c) Trait approach
  - d) Informal organization

**SECTION-II**

- Q.7** 'Management is the effective utilization of human and material resources to achieve the enterprise's objective'. Comment. **(15)**
- Q.8** Vikas steel industries has decided to diversity its activities and undertake production of automobiles. The CEO seeks your advice on whether to group the activities by product or by function. What advice would you tender and why? **(15)**
- Q.9** Point out important qualities that makes a successful leader. Give suitable examples. **(15)**

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