

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
B.B.A. SEM - II : WINTER :- 2021
SUBJECT: PRINCIPLES OF MANAGEMENT

Day : Monday
Date 7/2/2022

W-21912-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 60

N.B.

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer book.
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SECTION – I

- Q.1** Define management. Discuss in detail scope of management in business organization. (12)
- Q.2** ‘Planning is a bridge between present and future’. Discuss with suitable example. (12)
- Q.3** What are the ingredients of good leadership? (12)
- Q.4** Discuss in detail different steps in basic control process. (12)
- Q.5** Write short notes on **ANY TWO**: (12)
- a) Skills of Manager
 - b) Behavioral approach to leadership
 - c) Use of IT in controlling

SECTION – II

- Q.6** ‘Planning with control is meaningless; and control without planning is a waste.’ Discuss in detail with suitable example. (12)
- Q.7** How Henry Fayol’s principles are useful towards smooth functioning and increasing efficiency of a business firm? (12)
- Q.8** Specify the departmentalization approach you would recommend for each of the following, and Justify your choices: (12)
- a) A company that manufactures and markets one product
 - b) A company with sales offices in ten states.
 - c) A retail departmental store

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