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BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-II : WINTER- 2022
SUBJECT : PRINCIPLES OF MANAGEMENT

Day : Thursday

Time : 10:00 AM-01:00 PM

Date : 8/12/2022

W-18816-2022

Max. Marks : 60

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N.B.:

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

- Q.1** What are characteristics of management? State and explain different functions of management. [12]
- Q.2** Why Planning is important in management? What are the different types of Planning? [12]
- Q.3** Distinguish between Formal Organization and Informal Organization. [12]
- Q.4** What is Controlling? Explain the basic Control Process? [12]
- Q.5** Write short notes on **ANY TWO** of the following: [12]
- a) Behaviourial Approach to Leadership
 - b) Decision making Process
 - c) Line and Staff Relationship

SECTION – II

- Q.6** XYZ Company producing FMCG product from last six months. Its detergent and bath soap product line is declining its sales. How can you control the downfall of the sales of said product line? [12]
- Q.7** Describe different styles of leadership. State its advantages and disadvantages. [12]
- Q.8** What are essentials of effective control? Discuss various techniques of controlling. [12]

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