



RG-5391

Seat No. _____

First Year B. B. A. Examination

March / April – 2011

Principles of Management

(Old Course)

Time : 3 Hours]

[Total Marks : 100

Instruction : Figures to the right indicate full marks of the question.

1 Define Management. Write about the process of Management 20
in detail.

OR

1 What is Planning ? Write about the Planning premises in 20
detail.

2 What is Organising ? Write about the process and principles 20
of organising.

OR

2 Write about the following types of organisation structure : 20
(a) Line and Staff
(b) Committee

3 Define Leadership. Which are the different styles of 20
leadership ?

OR

3 Define Communication. Which are the barriers of effective 20
communication ? How would you overcome them?

- 4 Write about any **two** from the following : **20**
- (a) Maslow's Need Hierarchy Theory
 - (b) Techniques of Controlling
 - (c) American Management and Japanese Management
 - (d) Social Responsibilities of a business.
- 5 Write about any **two** from the following : **20**
- (a) Management by objectives
 - (b) Schools of Management Thought
 - (c) Management Information System
 - (d) Concept and Functions of Personnel Management.
-