

END TERM EXAMINATION

FIRST SEMESTER [BBA] DEC.2014- JAN.2015

Paper Code: BBA-101

Subject: Principles of Management

BBA(B&I)101

BBA(TTM)101

BBA(MOM)101

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Write short notes on **any three** of the following:- **(5x3=15)**
- (a) Managerial Skills
 - (b) Bounded Rationality
 - (c) Managerial Grid
 - (d) Control Process
- Q2 Briefly explain and differentiate between the classical and neo classical theories of management. **(15)**
- Q3 Explain Management by Objectives as a planning process with suitable examples. **(15)**
- Q4 Briefly explain the traditional and modern control techniques. **(15)**
- Q5 Discuss briefly the theories of motivation with their relevance in present day organizations. **(15)**
- Q6 Differentiate between:- **(5x3=15)**
- (a) Management vs. Administration
 - (b) Informal vs. Formal organization
 - (c) Unity of Command vs. Unity of Direction
- Q7 What is Decision Making? Explain its process in detail. **(15)**
- Q8 Explain the following terms:- **(5x3=15)**
- (a) Management Grid
 - (b) Traits of a Leader
 - (c) Maslow's need hierarchy theory