

B.B.A. (Part-I) Semester—II Examination
PRINCIPLES OF BUSINESS MANAGEMENT
Paper—BBA/201

Time : Three Hours]

[Maximum Marks : 80

N.B. :— (1) All questions are compulsory.

(2) There are three Sections (A, B and C)

SECTION—A

1. Choose an appropriate option :

(i) An institution organised and operated to provide goods and services to society under the incentive of private gain is _____.

- (a) Commerce (b) Business
(c) Economics (d) Governance

(ii) Business is related to all these Private, Public and Cooperative institutions which create _____ values.

- (a) Social (b) Economic
(c) Welfare (d) Development

(iii) Ancillary industry includes _____.

- (a) Transport (b) Banking
(c) Storage (d) All of above

(iv) F. W. Taylor, while giving views regarding scientific management took the base of following things _____.

- (a) Theoretical knowledge (b) Observation
(c) Experiment (d) All of above

(v) _____ is a pre determined course of action to achieve a specified goal.

- (a) Planning (b) Organising
(c) Staffing (d) Direction

(vi) Planning involves _____.

- (a) Thinking (b) Analysis
(c) Decision making (d) All of above

(vii) Planning is a _____ process.

- (a) Continuous (b) Never ending
(c) Both (a) and (b) (d) None

- (viii) Planning is a pre-requisite for effective _____.
- (a) Controlling (b) Decision Making
(c) Leadership (d) None
- (ix) A harmonious adjustment of specialised parts for the accomplishment of some common purpose is _____.
- (a) Management (b) Direction
(c) Planning (d) Organisation
- (x) Principle of organisation involves _____.
- (a) Coordination (b) Balance
(c) Responsibility (d) All of above
- (xi) Organisation is the establishment of effective _____ between various factors of the enterprise.
- (a) Co-ordination (b) Motivation
(c) Balance (d) None
- (xii) For sound organisation, it is necessary to adopt the scheme of _____.
- (a) Satisfaction (b) Specialisation
(c) Duties (d) Control
- (xiii) The executive function of guiding and overseeing subordinates is _____.
- (a) Direction (b) Motivation
(c) Planning (d) Organisation
- (xiv) The function of Manager under the definition of direction is _____.
- (a) Supervising (b) Instructing
(c) Issuing orders (d) All of above
- (xv) The techniques of direction includes _____.
- (a) Consultative (b) Autocratic
(c) Free reign (d) All of above
- (xvi) Direction is a _____ process.
- (a) Continuous (b) Never ending
(c) Both (a) and (b) (d) None
- (xvii) _____ is that function of the system which provides direction in performance to plan.
- (a) Control (b) Planning
(c) Leadership (d) Motivation

- (xviii) The actual performance is according to the standards of _____.
 - (a) Quality
 - (b) Time
 - (c) Both (a) and (b)
 - (d) None
- (xix) Control must be _____.
 - (a) Flexible
 - (b) Economical
 - (c) Understandable
 - (d) All of above
- (xx) _____ manual is prepared for controlling the employees.
 - (a) Personnel
 - (b) Organisation
 - (c) Both (a) and (b)
 - (d) None

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SECTION—B

- 2. (i) (a) What is meant by Management ?
 - OR**
 - (b) State the different levels of Management. 4
- (ii) (a) State the importance of planning.
 - OR**
 - (b) Explain the characteristics of planning. 4
- (iii) (a) State any four principles of organisation.
 - OR**
 - (b) Define organisation. 4
- (iv) (a) Define direction.
 - OR**
 - (b) State the principles of direction. 4
- (v) (a) What is meant by control ?
 - OR**
 - (b) Explain the steps in the control process. 4

SECTION—C

- 3. (i) (a) Define management. Explain the nature and functions of management.
 - OR**
 - (b) Define the meaning of management. State the functions of each level of management. 8
- (ii) (a) What is planning ? Explain the importance and process of planning.
 - OR**
 - (b) Explain the process of planning procedure. 8
- (iii) (a) What is organisation ? Explain the importance of organisation in Business Management.
 - OR**
 - (b) Explain the concept of line and staff organisation. 8
- (iv) (a) What is direction ? Explain the horizontal and vertical direction.
 - OR**
 - (b) Explain the various types of direction. 8
- (v) (a) What do you mean by controlling ? Explain the various techniques of controlling.
 - OR**
 - (b) Explain various types of control mechanisms. 8

