

B.B.A. (Part-I) (Old) Examination
PRINCIPLES OF BUSINESS MANAGEMENT

Time : Three Hours]

[Maximum Marks : 80

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

(2) All questions carry equal marks.

1. (a) Define management. Explain the functions of management. 16

OR

(b) What are the different levels of management ? Explain the functions of each level. 16

2. (a) Explain the significance of planning. 4

(b) What are the objectives of planning ? 4

(c) State any two sources of recruitment. 4

(d) Explain the concept of planning. 4

OR

(c) What is the process of decision making ? 4

(f) Explain the concept and meaning of decision making. 4

(g) What is the process of planning ? 4

(h) What are the characteristics of an ideal plan ? 4

3. (a) Define Organization. 4

(b) State the advantages of functional organization. 4

(c) Explain the line and staff organization. 4

(d) What are the causes of decentralisation ? 4

OR

(e) What are the advantages of centralization ? 4

(f) State any four principles of organization. 4

(g) State the elements of delegation of authority. 4

(h) What are the advantages of decentralization ? 4

4. (a) Explain the procedure of selection of employees. 4
(b) State the importance of personnel management. 4
(c) State the importance of proper staffing. 4
(d) State the meaning of staffing. 4

OR

- (e) What are the sources of recruitment ? 4
(f) "Importance of training to employees". Explain. 4
(g) Explain the functions of personnel management. 4
(h) Explain the concept of performance appraisal. 4
5. (a) What is control ? Write the steps in controlling process and essentials of a good control system. 16

OR

- (b) What is communication ? Explain the principles of communication. 16