

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

Time : Three Hours]

[Maximum Marks : 80

Note :—(1) Attempt all *five* questions.

(2) All questions carry equal marks.

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| 1. | (a) “Management is the art of getting work done from people.” Discuss. | 16 |
| | OR | |
| | (b) Explain the importance of management in modern business practices. | 16 |
| 2. | (a) Explain the concept of Planning. | 4 |
| | (b) What are the advantages of Planning ? | 4 |
| | (c) What are the limitations of Planning ? | 4 |
| | (d) What are the characteristics of an ideal plan ? | 4 |
| | OR | |
| | (e) What is decision making ? | 4 |
| | (f) Explain the decision making process. | 4 |
| | (g) What are the advantages of policies ? | 4 |
| | (h) “Policy is a guideline to do work.” Discuss. | 4 |
| 3. | (a) Discuss the concept of centralization. | 4 |
| | (b) What are the advantages of centralization ? | 4 |
| | (c) Explain the functional organization structure. | 4 |
| | (d) What are the causes of centralization ? | 4 |
| | OR | |
| | (e) What do you understand by decentralization ? | 4 |
| | (f) What are the advantages of decentralization ? | 4 |
| | (g) What is the concept of delegation of authority ? | 4 |
| | (h) Explain line and staff organization structure. | 4 |
| 4. | (a) Explain the concept of personnel management. | 4 |
| | (b) What are the sources of selection of employees ? | 4 |
| | (c) Explain the functions of personnel management. | 4 |
| | (d) What is the need of performance appraisal ? | 4 |
| | OR | |
| | (e) What is the importance of training to an employee ? | 4 |
| | (f) What is the importance of training to an organization ? | 4 |
| | (g) Discuss the importance of personnel management. | 4 |
| | (h) Explain the concept of performance appraisal. | 4 |
| 5. | (a) Explain ‘communication’. Discuss the various types of communication. | 16 |
| | OR | |
| | (b) What is motivation ? Explain the techniques of motivation. | 16 |