

B.B.A. (Part—I) Examination

PRINCIPLES OF BUSINESS MANAGEMENT

Time—Three Hours]

[Maximum Marks—80

- N.B. :— (1) Attempt ALL questions.
 (2) All questions carry equal marks.

1. Explain :

- | | |
|---|---|
| (a) Concept of Management | 4 |
| (b) Scope of Management | 4 |
| (c) Any four functions of High Level Management | 4 |
| (d) Management Process. | 4 |

OR

- | | |
|---|---|
| (e) Role of Manager | 4 |
| (f) Nature of Management | 4 |
| (g) Any four functions of Middle Level Management | 4 |
| (h) Importance of Business Management. | 4 |

2. Explain :

- | | |
|-----------------------------------|---|
| (a) Term of Planning | 4 |
| (b) Importance of Decision Making | 4 |
| (c) Types of Planning | 4 |
| (d) Stages of Decision Making. | 4 |

OR

- (e) Concept of Decision Making 4
 - (f) Advantages of Planning 4
 - (g) Process of Decision Making 4
 - (h) Objects of Planning. 4
3. What is organization ? Explain the importance of organization in Business Management. 16

OR

- What is centralization ? Explain the advantages and disadvantages of centralization. 16
4. Explain :
- (a) Importance of Personnel Management 4
 - (b) Procedure of selection of employees 4
 - (c) Performance appraisal 4
 - (d) Training of employees. 4

OR

- (e) Concept of staffing 4
 - (f) Any four functions of Personnel Management 4
 - (g) Sources of selection of employees 4
 - (h) Concept of Personnel Management. 4
5. Define motivation and explain the techniques of motivation. 16

OR

What is Communication ? Explain the various types of communication. 16