

AU-1531

**B.B.A. Part-I (Semester-II) Examination**

**BBA-201 : PRINCIPLES OF BUSINESS MANAGEMENT**

Time : Three Hours]

[Maximum Marks : 80

**Note** :— (1) All questions are compulsory.

(2) There are **three** sections (A, B, C).

**SECTION—A**

I. Choose an appropriate option :

(1) The goods produced are to be sent from production centre to consumption centre is known as creation of \_\_\_\_\_ utility.

- |          |             |
|----------|-------------|
| (a) Form | (b) Place   |
| (c) Time | (d) Quality |

(2) \_\_\_\_\_ is organised institution which provides goods and services to industry.

- |              |                |
|--------------|----------------|
| (a) Business | (b) Commerce   |
| (c) Industry | (d) Governance |

(3) Business is a \_\_\_\_\_ process.

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

(4) The main objective of business includes :

- |              |                  |
|--------------|------------------|
| (a) Economic | (b) Social       |
| (c) Human    | (d) All of above |

(5) In planning , top level management is concerned with \_\_\_\_\_ planning.

- |               |                  |
|---------------|------------------|
| (a) Strategic | (b) Intermediate |
| (c) Operative | (d) None         |

(6) Lower level management is concerned with \_\_\_\_\_ planning.

- |               |                  |
|---------------|------------------|
| (a) Strategic | (b) Intermediate |
| (c) Operative | (d) None         |

- (7) Principle of limiting factors under planning includes :
- (a) Money
  - (b) Manpower
  - (c) Machines
  - (d) All of above
- (8) An ideal planning must be :
- (a) Rational
  - (b) Appropriate
  - (c) Flexible
  - (d) All of above
- (9) \_\_\_\_\_ is the structural relationship between the various factors in an enterprise.
- (a) Management
  - (b) Planning
  - (c) Organisation
  - (d) Direction
- (10) Principle of organisation involves :
- (a) Division of work
  - (b) Unity of command
  - (c) Continuity
  - (d) All of above
- (11) Proper \_\_\_\_\_ is necessary between different departments for sound organisation.
- (a) Co-ordination
  - (b) Leadership
  - (c) Motivation
  - (d) None
- (12) A/An \_\_\_\_\_ organisation develops spontaneously on the basis of common interest.
- (a) Formal
  - (b) Informal
  - (c) Both (a) and (b)
  - (d) None
- (13) \_\_\_\_\_ is the sum total of managerial efforts that is applied for guiding and inspiring the working team.
- (a) Direction
  - (b) Planning
  - (c) Co-ordination
  - (d) None
- (14) Direction includes \_\_\_\_\_ elements.
- (a) Supervision
  - (b) Motivation
  - (c) Leadership
  - (d) All of above
- (15) The success of consultative direction depends on the attitude of :
- (a) Employees
  - (b) Subordinates
  - (c) Managers
  - (d) None
- (16) \_\_\_\_\_ technique is used increasingly by the organisation.
- (a) Consultative
  - (b) Free Rein
  - (c) Autocratic
  - (d) None
- (17) Controlling is an executive process involving \_\_\_\_\_ elements.
- (a) Standards
  - (b) Evaluation
  - (c) Corrective
  - (d) All of above

- (18) \_\_\_\_\_ is the function of every manager.
- (a) Leadership (b) Control  
(c) Motivation (d) None
- (19) Budgetary control techniques involve :
- (a) Break even analysis (b) Internal audit  
(c) Product life cycle (d) Master budget
- (20) Non Budgetary control techniques involve :
- (a) Master Budget (b) Flexible budget  
(c) Internal audit (d) Zero base budget

20

**SECTION—B**

- II. (1) (a) Explain the functions of Management. 4
- OR**
- (b) Explain the importance of Management. 4
- (2) (a) Discuss the steps in Management Planning. 4
- OR**
- (b) Explain the limitation of Planning. 4
- (3) (a) What is functional organisation ? 4
- OR**
- (b) What are the advantages of Decentralisation ? 4
- (4) (a) Explain the importance of Direction. 4
- OR**
- (b) Explain the concept of Horizontal Direction. 4
- (5) (a) Explain the role of controlling in management process. 4
- OR**
- (b) Explain the concept of effective control system. 4

**SECTION—C**

- III. (1) (a) Define Business. What is meant by management process ? 8
- OR**
- (b) Explain the concept and nature of business management. 8

(2) (a) What is planning policies ? Explain its types. 8

**OR**

(b) Explain the concept of strategic planning. 8

(3) (a) Explain the organisation and its structure. 8

**OR**

(b) Explain the horizontal and vertical organisation. 8

(4) (a) Explain the concept of direction mechanism. 8

**OR**

(b) Explain the nature and principles of direction. 8

(5) (a) Explain the role and process of control. 8

**OR**

(b) Explain the requirements of effective control system. 8