

- c) Explain the advantages of decentralisation. 4
- d) Explain the disadvantages of centralisation. 4

**OR**

- e) What is mean by centralisation. 4
  - f) Explain the disadvantages of decetralisation. 4
  - g) Explain the advantages of decentralisation. 4
  - h) What is mean by delegation of authority. 4
4. a) Explain the types of Training. 4
- b) Explain the functions of Management. 4
  - c) Explain the importance of personnel management. 4
  - d) State the sources of Recruitment. 4

**OR**

- e) What is mean by 'Staffing'. 4
- f) Explain 'performance appraisal'. 4

- g) Explain the selection procedures for business concerns. 4

- h) Explain the importance of selection procedure. 4

5. a) What is mean by leadership. 4

- b) Explain the types of communication. 4

- c) What are the essentials of a good control systems. 4

- d) Explain the term co-ordination. 4

**OR**

- e) Explain the qualities of leader. 4

- f) Explain the term motivation. 4

- g) What are the steps in controlling process. 4

- h) Explain the term 'Morale'. 4

\*\*\*\*\*



B.B.A. Part - I

**Principles of Business Management**

P. Pages : 3

Time : Three Hours

Max. Marks : 80

---

1. a) Define Management. Explain the nature & functions of management. **16**

**OR**

- b) Explain the meaning of management process. State the functions of each levels of management. **16**

2. a) What is planning? Explain the importance & process of planning. **16**

**OR**

- b) Define the term decision making. Explain the various steps of decision making. **16**

3. a) Define the term of decentralisation. **4**

- b) Explain the important principles of organisation. **4**