

B. B. A 1.6

AT-1331

B.B.A. (Part—I) Examination

PRINCIPLES OF BUSINESS MANAGEMENT

Time : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt **ALL** questions.

(2) All questions carry equal marks.

1. (a) Explain the concept of management. Explain nature and functions of management. 16

OR

- (b) "Management is getting things done through people". Discuss. 16

2. (a) Define the term "Planning". 4

- (b) Give different stages of decision making. 4

- (c) Distinguish between policy and procedure. 4

- (d) What is the significance of decision making ? 4

OR

- (e) "Planning is the essence of Management." Explain. 4

- (f) Explain the process of decision making. 4

- (g) Explain the advantages of planning. 4

- (h) Give the features of decision making. 4

3. (a) What is delegation of authority ? Explain the principles of delegation of authority in detail. 16

OR

- (b) Define centralisation ? Explain the advantages and disadvantages of centralization. 16

4. (a) State the functions of personnel management. 4
(b) Procedure of selection of employees. 4
(c) Explain the two methods of performance appraisal. 4
(d) Give the concept of staffing. 4

OR

- (e) Which are the different sources of recruitment ? 4
(f) Give the significance of personnel management. 4
(g) Explain the stages of selection procedure. 4
(h) What are essentials of good performance appraisal system ? 4
5. (a) Explain the term Motivation. 4
(b) Give the steps in control process. 4
(c) Explain the types of communication. 4
(d) Give the qualities of leader. 4

OR

- (e) State the importance of direction. 4
(f) Which are the types of motivation ? 4
(g) What is morale ? 4
(h) Give the concept of communication. 4