

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. (a) "Management is the art of getting work done from others." Discuss. 16

OR

(b) Explain the meaning and nature of management. What are the roles of a manager ? 16

2. (a) "Policy is a guideline to do the work." Explain. 4

(b) State the characteristics of an ideal plan. 4

(c) Distinguish between policy and procedures. 4

(d) State the importance of planning in business. 4

OR

(e) State the concept of methods. 4

(f) Explain the importance of decision making. 4

(g) What are the limitations of planning ? 4

(h) Explain the stages in decision making process. 4

3. (a) Define organization. 4

(b) State the principles of organization. 4

(c) What are the causes of decentralisation ? 4

(d) Explain the functional based organisation structure. 4

OR

(e) Distinguish between centralisation and decentralisation. 4

(f) What are the advantages of centralisation ? 4

(g) State the elements of delegation of authority. 4

(h) Explain the concept of line and staff authority. 4

4. (a) Explain the importance of staffing. 4

(b) State any two methods of training. 4

(c) What is recruitment ? 4

(d) What are the functions of personnel management ? 4

OR

(e) Explain the concept of personnel management. 4

(f) Explain the significance of training. 4

(g) Explain the concept of performance appraisal. 4

(h) Discuss the importance of performance appraisal. 4

5. (a) What is communication ? Discuss various types of communication. 16

OR

(b) What do you mean by controlling ? Explain the various techniques of controlling. 16

