

Roll No.

BBA-106(N)

B. B. A. (First Semester) EXAMINATION, Dec., 2017

(New Course)

Paper Sixth

FUNDAMENTALS OF MANAGEMENT

Time : Three Hours] [Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : Attempt all questions with maximum 100 words.

Each question carries 3 marks.

1. (A) Discuss Management as a Science.
- (B) PEST Analysis.
- (C) Centralization vs. Decentralization.
- (D) Span of Management.
- (E) Leader vs. Manager.
- (F) Directing vs. Supervision.
- (G) Recruitment vs. Selection.
- (H) Positive vs. Negative Motivation.

[2]

- (I) Budget as a Controlling device.
- (J) Oral vs. Written Communication.

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 2. Briefly discuss the principles of Scientific Management theory. Also discuss the importance of Mental revolution in SMT.
- 3. Discuss the term planning. Elaborate the various steps of process of planning.
- 4. Define the term Decision-Making. What are the various decision-making environments ?
- 5. Explain the purpose and importance of organization structure. Give an example of a hypothetical structure.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. Discuss the term leadership. Briefly discuss the various styles of leadership and its merits and demerits.
- 7. Define the term Motivation. Briefly discuss Maslow's Need Hierarchy theory of Motivation.
- 8. Describe the meaning, process and importance of Communication with suitable examples.
- 9. Explain the term controlling. How are the terms planning and controlling related with each other ?

BBA-106(N)

3200