

Roll No. 0302594.....

BBA-106(N)

B. B. A. (First Semester)
EXAMINATION, Nov./Dec., 2018

(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 both Science as well as an Art.
- (B) SWOT Analysis.
- (C) Authority, Responsibility and Accountability.
- (D) Planning vs. Controlling.
- (E) Centralization vs. Decentralization.
- (F) Training vs. Development.

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- (G) Monetary vs. Non-monetary Motivation.
- (H) Budgetary Control.
- (I) Autocratic vs. Democratic Leadership Styles.
- (J) Carrot and Stick approach of motivation.

Section—B

(Long Answer Type Questions)

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

2. Define the term 'Management'. Also discuss features and significance of Management.
3. Discuss about Scientific Management Theory. Briefly discuss contribution of F. W. Taylor in SMT.
4. Explain concept of Planning. Elaborate nature and limitations of planning.
5. Briefly discuss various techniques of decision-making with suitable examples.

Section—C

(Long Answer Type Questions)

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

6. Elaborate the concept of span of control. Also discuss various factors affecting span of control.
7. Define the term 'Leadership'. Also discuss Fiedler's Contingency model of leadership.
8. Define the term 'Motivation'. Also discuss Maslow's Need Hierarchy theory with suitable examples.
9. Define the term 'Controlling'. Briefly discuss various techniques of controlling.