

# BBA-101(O)

## B. B A. (First Semester) EXAMINATION, Dec., 2014

(Old Course)

Paper First

### PRINCIPLES OF MANAGEMENT

*Time : Three Hours ]*

*[ Maximum Marks : 75*

*[ Minimum Pass Marks : 26*

**Note :** Attempt all the *five* questions. All questions carry equal marks.

1. Define the concept of management. Explain the nature and functions of management.

*Or*

Distinguish between management and administration. Describe Elton Mayo's Hawthorne experiment.

2. What is delegation of authority ? State difficulties in delegation of authority.

*Or*

Write notes on the following :

- (a) Types of planning
- (b) Decentralization

3. What is Leadership ? Explain different theories of leadership.

*Or*

What is Communication ? Bring out the importance of communication in today's modern business world.

4. Define the term 'controlling'. Briefly explain the tools and techniques of controlling.

*Or*

Define Staffing. Explain the various techniques used in selection process.

5. Define the importance of motivation. Explain various techniques of motivation used by the managers in present scenario.

*Or*

Write short notes on any *three* of the following :

- (a) Barriers of communication
- (b) Span of control
- (c) Line and Staff organization
- (d) Training