

Roll No. ....

## BBA-101(O)

B. B. A. (First Semester)  
EXAMINATION, Dec., 2012

(Old Course)

Paper First

### PRINCIPLES OF MANAGEMENT

Time : Three Hours ]

[ Maximum Marks : 75

Note : Answer all the five questions. All questions carry equal marks.

1. Bring out meaning, nature and scope of management. Is management a Science or an Art ? What is universality of management ?

Or

Explain scientific management. What are its basic rules and what are its shortcomings ?

2. Describe various types of business plans. Why is planning important and why should it be flexible ?

Or

Bring out the nature and process of business forecasting and decision-making.

3. Write notes on any two of the following :  
(a) MBO

- (b) Selection and recruitment
- (c) Performance appraisal
- (d) Training and development

4. Explain organisation structure. What do you mean by authority, responsibility and accountability ?

*Or*

Describe the following :

- (a) Delegation and decentralisation
- (b) Span and levels of management
- (c) Line and staff authority

5. Write a note on various theories of motivation as applicable to work situations.

*Or*

Elaborate meaning and process of managerial control.