

Roll No. ....

**E-1909**

**Bachelor of Business Administration  
(First Semester)**

**EXAMINATION, Dec.-Jan., 2020-21**

**PRINCIPLES OF MANAGEMENT**

**(104)**

*Time : Three Hours ]*

*[ Maximum Marks : 90*

*[ Minimum Pass Marks : 32*

**Note :** Attempt all the *five* questions. *One* question from each Unit is compulsory. All questions carry equal marks.

**Unit—I**

1. Define the term Management. Discuss its nature and importance.

*Or*

Explain the contribution of F. W. Taylor in the field of management.

**Unit—II**

2. Define Planning. Discuss with its characteristics, benefits and limitations.

*Or*

Write short notes on planning :

- (i) Types of Planning
- (ii) MBO

**P. T. O.**

**Unit—III**

3. Define Organisation. What are its basic principles ?

*Or*

Write short notes of the following :

- (i) Line and staff organisation structure
- (ii) Departmentation

**Unit—IV**

4. Define decision and decision making. What are its basic elements and characteristics ?

*Or*

What is Decision Making ? Discuss the process of decision making.

**Unit—V**

5. “Planning and control are the inseparable twins of management.” Comment upon this statement.

*Or*

Write short notes on the following :

- (i) Types of controlling
- (ii) Zero based budgeting