

**Code : 302101**

**BBA 1st Semester Theory Examination, 2017**

**Principles & Practices of Management**

Time : 3 Hrs

Full Marks : 60

**Instructions :**

- (i) There are Six questions in this Paper.
- (ii) Attempt Five questions in all.
- (iii) Question Nos. 1 & 2 are compulsory.
- (iv) The marks are indicated in the right side margin.

**Choose correct answer (any six) of the following:**

6×2=12

- (a) In management process, the most misinterpreted word is
  - (i) Organizing
  - (ii) Delegating
  - (iii) Controlling
  - (iv) Planning
- (b) The department(s) that and event management company will have is (are)
  - (i) Creative
  - (ii) Production
  - (iii) Client servicing
  - (iv) All of the above

P.T.O.

(c) Who said, "Management is a multiple purpose organizes manages a business, manages a manager and manages workers and work"?

- (i) Harold Konntz
- (ii) Peter Drucker
- (iii) Kenneth O'Donell
- (iv) Anonymous

(d) Under mechanism of scientific management, scientific management setting includes:

- (i) Time study
- (ii) Motion study
- (iii) Method study
- (iv) All of the above

(e) Management as a discipline is the function of \_\_\_\_\_

- (i) Science
- (ii) Art
- (iii) Creativity
- (iv) All of the above

(f) Which theory assumes that people are naturally lazy and will avoid work and responsibilities if possible?

- (i) Theory X
- (ii) Theory Y
- (iii) Theory Z
- (iv) None of the above

Code : 302101

(g) Who is the person you have to give importance under the company's checklist before making call to the consultant?

- (i) Managers
- (ii) Employees
- (iii) Customer
- (iv) All of the above

(h) What is one of the most significant inhibitors in customer preference while purchasing perishable items in retail?

- (i) Proximity of markets
- (ii) Customer preference to brands
- (iii) Both (i) and (ii)
- (iv) None of the above

(i) The objectives in corporate governance are

- (i) Growth
- (ii) Stability
- (iii) Shareholders value maximization
- (iv) All of the above

(j) The word \_\_\_\_\_ denotes a function, a task, a discipline.

- (i) Management
- (ii) Leadership
- (iii) Motivation
- (iv) None of the above

2 Answer briefly any three questions: 3×4=12

- (a) What is Job design?
- (b) Distinguish between authority and power
- (c) What are the roles played by a Manager?
- (d) What is span of control?
- (e) What are the various environmental factors that manager should consider in an organization?

Answer any three questions of the following: 3×12=36

3. Enumerate in detail the selection process which is widely followed in selecting professionals. Also, highlight the different techniques used in selection process.
4. What do you mean by departmentation? Discuss in detail about the different strategies adopted in departmentation.
5. Define MBO. Explain the process of MBO with the merits and demerits. <http://www.akubihar.com>
6. Bring out the factors affecting centralization / decentralization. Also highlight the merits and demerits of centralization and decentralization with examples.

\*\*\*

<http://www.akubihar.com>

Whatsapp @ 9300930012

Your old paper & get 10/-

पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से