

Code : 302101

BBA 1st Semester Exam., 2018

**PRINCIPLES AND PRACTICES OF
MANAGEMENT**

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. **1** and **2** are compulsory.

1. Choose the correct answer (any six) : $2 \times 6 = 12$

- (a) In management process, the most misinterpreted word is
 - (i) organizing
 - (ii) delegating
 - (iii) controlling
 - (iv) planning
- (b) The department(s) that an event management company will have is/are
 - (i) creative
 - (ii) production
 - (iii) client servicing
 - (iv) All of the above

(2)

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

- (i) Harold Koontz
- (ii) Peter Drucker
- (iii) Kenneth O'Donnell
- (iv) Anonymous

(d) Under mechanism of scientific management, scientific task 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
- (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) Customers
 - (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 any *three* short answer-type questions of the following : 4×3=12

- (a) What are the essential skills of managers?
- (b) Define scientific management.
- (c) List the contributions of Fayol towards management.
- (d) What is planning?
- (e) Mention the importance of leadership.

(5)

Answer any three long answer-type questions :

12×3=36

3. Trace the evolution of management with reference to the contributions made by management thinkers.
4. What is the role of scientific management in the modern era?
5. What are the various environmental factors that a manager should consider in an organization?
6. What is performance appraisal? What are the advantages of performance appraisal?
7. What is the purpose of organization? Discuss the organization structure.

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