

**21152**

Seat No. \_\_\_\_\_

**First Year B. B. A. Examination**

March/April – 2003

**Principle of Management**

Time : Hours]

[Total Marks :

- Instructions :** (1) Figures on the **right** indicate marks of the question.  
(2) This question paper carries **5** questions.

- 1 (a) Define management. Discuss management as a process. **07**  
(b) Is management an art or a science? Discuss. **07**  
**OR**
- 1 (a) Write a note on system approach to management. **07**  
(b) Discuss the concept of social responsibility in business. **07**
- 2 Write short notes on: **(Any Two)** **10**  
(i) Planning Process.  
(ii) Management by Objectives.  
(iii) Forecasting.  
(iv) Decision – Tree.
- 3 (a) Differentiate: Delegation of authority and Decentralisation. **07**  
(b) Write a note on Informal Organisation. **07**  
**OR**
- 3 (a) Explain any seven principles of effective organising. **07**  
(b) Write a note on Span of management. **07**
- 4 (a) Discuss Maslow's Need Hierarchy theory of motivation. **07**  
(b) Explain the concept of leadership continuum. **07**  
**OR**
- 4 (a) Explain David C. McClelland's theory of motivation. **07**  
(b) What is meant by communication? Explain the different barriers of effective communication. **07**
- 5 Write short notes on: **(Any Three)** **18**  
(i) Process of Control.  
(ii) Break – Even – Analysis.  
(iii) Sources of recruitment.  
(iv) On the job training methods.  
(v) Autocratic Style of Leadership.  
(vi) Factors affecting effective supervision.