

BBA 181102

Roll No. of candidate

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17137

2022

B.B.A. 1st Semester End-Term Examination

Business Administration

PRINCIPLES OF MANAGEMENT

Full Marks - 70

Time - Three hours

The figures in the margin indicate full marks for the questions.

Answer Question No. 1 and any *Four* from the rest.

1. Fill in the blanks. (10 × 1 = 10)
- The essence of _____ is integration of human and other resources to achieve the desired objectives.
 - _____ is the power to get the work done from others and to compel them to work in a certain manner.
 - _____ goals effect and focus on an entire company and not just a department or work function within the company.
 - _____ managers are ultimately responsible for the long-term success of the organization.
 - _____ is a participating process whereby superiors and subordinates jointly determine common objective for the organisation and also define each individual's areas of work and responsibility.
 - _____ planning defines the mission of the organisation, specify its product market positions and outlines its major strategies and policies.
 - _____ is the managerial function of recruitment, selection, training, developing, promotion and compensation of personnel.
 - _____ is done by placing a notice in the notice board of the enterprise specifying the details of the job available.
 - The study of relationship between cost-volume-profit at different levels of sales or production is known as _____
 - _____ is a planned and organised approach to the transferring of intelligence within an organisation for better management.

[Turn over

2. (a) Explain the different elements of direction. (5)
(b) Discuss the different sources of recruitment. (10)
3. (a) Explain the differences between formal and informal organisation. (7)
(b) What is the motive of planning as a primary managerial function? (8)
4. (a) Point out the functions of middle level management? (5)
(b) Explain the roles performed by a manager in an organization. (10)
5. (a) What do you understand by the term power? How does power and authority differ from each other? (2+3=5)
(b) Elaborate the merits and demerits of decentralization of authority. (10)
6. (a) Enlist the differences between tactical and strategic decisions. (5)
(b) Enumerate the different types of decisions taken in an organization. (10)
7. Write short notes on: (3 × 5 = 15)
 - (a) Scientific Management
 - (b) Behavioural Approach
 - (c) McKinsey 7-S

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