RA-3508
First Year B. B. A. (Sem. I) Examination
March / April - 2017
Principles of Management - I
(New Course)

Time : Hours] [Total Marks : 50

Instruction :

Fill up strictly the details of signs on your answer book.

Name of the Examination :
First Year B. B. A. (Sem. I)

Name of the Subject :
Principles of Management - I (New Course)

Seat No.:

1 Answer in brief : (any five) 10
(i) Give ‘Decision Oriented’ & ‘Process Oriented’ definitions of management.
(ii) ‘Science and Art of managing an organization are complementary to each other’ – How ?
(iii) List down various techniques of forecasting.
(iv) What is meant by KRA ? Give any two examples of KRA for a restaurant.
(v) Define Co-ordination.
(vi) Mention the qualities of sound decisions.

2 (a) Discuss the contribution of Henry Fayol in the development of Administrative Management. 7

(b) Explain the code of conducts suggested by All India Management Association.

OR

(a) Explain ‘Management as a profession’. 7

(b) Discuss Social Systems and Decision Theory Approaches of Management. 6

RA-3508] [Contd...
3  (a) You want to purchase a mobile phone. You are having Rs. 10000 with you and the mobile which you require costs Rs. 15,000 and this is your problem. Explain the whole decision making process that you will follow in the above mentioned situation. You may set your own conditions.

(b) Discuss characteristics of planning in brief.

OR

(a) Explain the Process of Planning in detail.

(b) Write a note on Individual vs Group Decision Making.

4  (a) Write short note on any one of the following :

(i) Techniques of Co-ordination

(ii) System’s Approach to Co-ordination

(b) Case Study :

You want to open a self-financed school in Surat. Following are the important facts associated with the above situation.

- You are not the first entrant to open this type of self finance school.
- State Government is promoting private schools as an initiative to improve the quality especially in higher secondary schools.
- You are already running Commerce and Science College.
- The area, in which you want to open the school has not any self-finance school but in other areas of Surat city, there are lot many.
- Your Commerce and Science college has built up a good image in the city.
- The area in which you want to open a school is almost the Outskirt of the Surat city.

Considering the above mentioned facts, answer the following questions :

(1) Prepare SWOT analysis for the prospective self-finance school

(2) What objectives you will set before opening this type of school ?