



SB-1352

**First Year B. B. A. (Sem. I) Examination**  
**March / April – 2011**  
**Principles of Management**  
**(New Course)**

Time : Hours]

[Total Marks :

**Instructions :**

(1)

नीचे दशावलि निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="F. Y. B. B. A. (Sem. 1)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Principles of Management (New)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="2"/>	Section No. (1, 2,.....) : <input type="text" value="Nil"/>
Student's Signature	

- (2) All questions are compulsory.  
(3) Figures to the right indicate full marks.

1 Answer following questions briefly : 10

- (i) List various stake-holders of a business organization.
- (ii) Explain what do you mean by term: "Key Result Areas" or KRAs. Give suitable examples.
- (iii) Mention two external premises and two internal premises applicable to a book publishing house publishing non-academic books.
- (iv) List various disciplines which have contributed towards development of management.
- (v) What are three different categories of interdependence between various departments of a business organization?

2 Write a detailed note on "Contingency Approach" 8

OR

2 Discuss the statement: “Management theories are universal but techniques and practices are not”. 8

3 Discuss process of planning in detail. 8

**OR**

3 Define “ Decision Making”. Explain qualities of good (sound) decisions-Differentiate between individual and group decisions. 8

4 Discuss various types of organization structures in detail. Discuss their relative merits and demerits. 12

**OR**

4 Define: “Departmentation”. Explain various bases of departmentation in detail. 12

5 Discuss various external sources of recruitment in detail. 7

**OR**

5 Define terms : Training” and “Development”. Explain benefits of training to employees and to organization. 7

6 Discuss various principles of direction in detail. 8

**OR**

6 Explain various roles of a supervisor in detail. 8

7 Write a short note on : “Total Quality Management”. OR TQM. 7

**OR**

7 Write a short note on “ Budgetary Control” Discuss various types of budgets. Explain limitations of budgetary control. 7

- 8 Read following case-study and answer questions appearing at the end :

Kavery Limited publishes fortnightly magazine titled Kavery. The magazine is published in four regional languages. The company has its own printing press with M.S. Subramaniam as press Manager. He is responsible for the overall working of the press. The press runs on two-shift basis for six days per week and performs all activities related to magazine printing that is, starting from typesetting stage to binding stage. For making magazine successful, its timely publication is one of the crucial factors. The press manager has a total employee strength of nearly 300 with six persons at the senior management level who work in the day shift and 25 supervisors and 120 operators for each shift. Each supervisor has 4 to 10 operators directly reporting to him. The number of operators reporting directly to a supervisor varies according to nature of work involved in different sections.

One day, the press manager attended a seminar on management by objectives organized by the local management association and addressed by a consultant on management by objectives. He was highly inspired by the theme of management by objectives and intended to install this system in the press. He was very much sure that he would make performance evaluation of the employees easier and improve their productivity.

Subramaniam worked several days on what the output objective of the press would be. After finishing this work, he called a meeting of his senior staff. He gave a written statement containing the objectives of each functional area

of the press to senior staff members and requested each member to review the objectives, ask questions for clarification, and then prepare specific operational plans and quotas for his respective departments, supervisors, and operators.

***Questions :***

- (i) Is this a workable MBO system? Explain your stand. **3**
- (ii) Had you been the press manager, would you have proceeded to install MBO differently? Why? **4**
- (iii) As the press manager, How will you proceed to define press's objectives? **3**

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