



KA-3510
First Year B. B. A. (Sem. I) Examination
October / November – 2012
Principles of Management
(Old Course)

Time : Hours]

[Total Marks : 70

Instructions :

(1)

<p>નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination :</p> <p>First Year B. B. A. (Sem. 1)</p> <p>Name of the Subject :</p> <p>Principles of Management (Old)</p> <p>Subject Code No. : 3 5 1 0 Section No. (1, 2,.....) : NIL</p>	<p>Seat No. :</p> <table border="1" style="width: 100%; height: 20px;"><tr><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td></tr></table> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; margin-top: 10px;">Student's Signature</div>						

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

- 1 Answer following questions briefly : 12
- (i) Give "people oriented" and "productivity oriented" definitions of management.
- (ii) Explain the term : "Span of Control".
- (iii) List various techniques of forecasting.
- (iv) List various qualities of good (sound) decisions.
- (v) List any four skills of a good supervisor.
- (vi) Explain the term : "Scalar Chain".

- 2 (a) Write a detailed note on : "Systems Approach". 10
(b) Explain process of control. 7

OR

- 2 (a) Write a detailed note on : "Contingency Approach". 10
(b) Explain various reasons of resistance to control. 7
How this resistance can be overcome ?

- 3 (a) Discuss various limitations of planning. 8
(b) Explain process of recruitment and selection in detail. 7

OR

- 3 (a) Discuss various types of plans as per hierarchy (scope), as per time and as per functions. 8

- (b) Explain terms : "Training" and "Development". Discuss benefits of training to organization and to employees. 7
- 4 (a) Answer any **two** : 8
- (i) Write any four differences between formal groups and informal groups.
 - (ii) Discuss any four factors affecting degree of decentralization.
 - (iii) Discuss "Committee" as a special, temporary organization structure.
- (b) Answer any **two** : 8
- (i) Discuss any three qualities of an effective and good leader.
 - (ii) Discuss any three principles of direction.
 - (iii) Discuss any three techniques of coordination.
- 5 Discuss applicable external planning premises in following situations : 10
- (i) You want to start a non-vegetarian restaurant in Surat City.
 - (ii) You want to start a self-financed engineering college in Valsad.