



**UA-3508**

**First Year B. B. A. (Sem. I) (CBCS) Examination**  
**March/April – 2012**  
**Principles of Management**

Time : Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दृशविले निशानीवाणी विगतो उत्तरवही 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) (CBCS)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="PRINCIPLES OF MANAGEMENT"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="0"/> <input type="text" value="8"/>	Section No. (1, 2,.....): <input type="text" value="NIL"/>
Student's Signature	

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

- 1 Answer in brief : 10
- (i) Give two examples of each of controllable and uncontrollable planning premises.  
(ii) List down the significance of forecasting.  
(iii) Define decision making.  
(iv) What are various management functions as per POSDCORB classification of management ?  
(v) Explain what objectives a college principal can set for current F. Y. B. B. A. Batch ?

- 2 Explain "Systems Approach" and its limitations. 10

**OR**

- 2 Discuss the process of planning in detail. 10

- 3 Explain qualities of good (sound) decisions. Differentiate between individual and group decisions. 10
- OR**
- 3 Discuss various types of plan's as per hierarchy. 10
- 4 Write a note on "Code of conduct" designed by All India Management Association (AIMA). 10
- OR**
- 4 Write a note on "Forecasting and its importance to planning". 10
- 5 Explain the basis of "departmentation". 10
- OR**
- 5 What do you mean by informal organizations ? Differentiate between formal and informal groups. 10
- 6 Differentiate between centralization and decentralization. Explain the factors affecting centralization. 10
- OR**
- 6 Write detailed note on any two organizational structures. 10
- 7 **Case Study :** 10
- Suppose you are a Gujarati Medium student, who just got admitted to a B.B.A. program in a English medium college. Your score in class 12<sup>th</sup> was 85%. During I<sup>st</sup> fifteen day's, you are extremely frightened because of change of medium. But you are a motivated, ambitious, bright and hard working student who have decided not to compromise on your performance at any cost, in the first semester. Based on the Information provided above answer the following questions :
- (1) Explain the objectives you will set for yourself. 3
- (2) What internal and external premises you will consider ? 3
- (3) Explain entire planning process to meet these objectives. 4