



UA-3510
First Year B. B. A. (Sem. I) Examination
March/April – 2012
Principles of Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

<p>नीचे दृशविले निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : F. Y. B. B. A. (SEM. 1)</p> <p>Name of the Subject : PRINCIPLES OF MANAGEMENT</p> <p>Subject Code No. : 3 5 1 0 Section No. (1, 2,.....): NIL</p>	<p>Seat No. : □ □ □ □ □ □</p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; width: 100%;">Student's Signature</div>
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- (2) Figures to the right indicate full marks allocated to that question.
(3) All questions are compulsory.

- 1 Answer following questions briefly : 12
- (a) Give people oriented and function oriented definitions of management.
 - (b) Draw the block diagram of planning process.
 - (c) Give two examples each of formal groups and informal groups.
 - (d) What are various criteria using which application screening can be done ?
 - (e) List various techniques of co-ordination.
 - (f) Explain the term 'Kaizen' in relation to control.
- 2 (a) Define the term : "Profession". Explain various features of profession and discuss if management can be called a profession. 10
- (b) Discuss the term MBO. Explain various features of MBO and explain process of MBO. 10

OR

- 2 (a) Write a detailed note on : "Systems approach". 10
 (b) Discuss importance and limitations of planning. 10
- 3 (a) Discuss various types of organization structure in detail. 9
 (b) Discuss various techniques of co-ordination in detail. 9
- OR**
- 3 (a) Discuss various basis of departmentation in detail. 9
 (b) Define the term : "Co-ordination". Explain various reasons why co-ordination is needed. 9
- 4 (a) Define terms : "Training" and "Development". 5
 Explain benefits of training to employees and to organization.
- (b) Discuss "Break-even point" as a control technique. 5
- OR**
- 4 (a) List various external sources of recruitment. Discuss any three sources in detail. 5
 (b) Draw the block diagram of process of control. Explain any two stages. 5
- 5 You wish to open a multi-cuisine restaurant in Surat city. 10
 What external premises shall you consider ? What are various decisions are you going to take ? Discuss in detail.
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