

B.B.A.- I (CBCS Pattern) Semester - I
UCB1C04 - Principles of Management Paper-I

P. Pages : 1

Time : Three Hours



GUG/S/23/10585

Max. Marks : 80

- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) Explain the nature of management and scope of management. **8**
b) Explain the management as a profession. **8**

OR

- c) What do you mean by management? Explain the level of management and challenges of management. **16**
2. a) Explain the contribution of Frederic Taylor in development of management thought. **8**
b) Explain the contribution of Henry Fayol to management thought. **8**

OR

- c) Contribution of refer Drucker to the management. **16**
3. a) Define a planning and state its importance. **8**
b) Write the techniques of forecasting. **8**

OR

- c) Write types of decision & steps in rational decision making. **16**
4. a) State the principles of organizing. **8**
b) Explain the sources of Recruitment. **8**

OR

- c) Describe the merits and demerits of centralization. **16**
5. Write short answers.
- a) Role of manager in Management. **4**
b) Contribution of Chester Barnard to Management. **4**
c) Nature of planning. **4**
d) Difficulties in Delegation. **4**
