

M.B.A. (CBCS Pattern) Sem-I  
**PCB1C01 - Principles of Business Management**

P. Pages : 1

Time : Three Hours



**GUG/W/22/10674**

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

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| 1.  | How would you define the term “Business Management”? Describe it’s purpose and importance.       | 14 |
| 2.  | Evaluate the contribution made by F. W. Taylor to the growth of Management thought.              | 14 |
| 3.  | Explain in detail Management culture and Management ethics.                                      | 14 |
| 4.  | What are the Fundamental Principles of planning in Business Management? Discuss it’s importance. | 14 |
| 5.  | What do you mean by decision making process? Explain it’s characteristics.                       | 14 |
| 6.  | Describe the concept and features of good organization structure.                                | 14 |
| 7.  | What do you mean by coordination? Discuss methods of achieving effective coordination.           | 14 |
| 8.  | Discuss ‘Span of control’ in detail.   | 14 |
| 9.  | Briefly describe the different steps of Managerial control process.                              | 14 |
| 10. | Write short notes on.  | 14 |
|     | a) Functions of Management.  |    |
|     | b) Management ethics and Management Culture.   |    |
|     | c) MBO.  |    |
|     | d) Delegation of Authority.  |    |

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