

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10585

Max. Marks : 80

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

1. a) Explain the management as science and preferring 8
b) Define management and write down its importance and scope of management. 8

OR

- c) Explain the level of management and challenges of management 16
2. a) What is scientific management? Write down contribution Taylor 8
b) What do you mean by planning? Explain characteristics of planning? 8

OR

- c) Explain briefly about Hawthorne experiments 16
3. a) Write down techniques of forecasting. 8
b) State the principle of organizing. 8

OR

- c) Write types of decision and steps in rational decision making. 16
4. a) Explain source of recruitment. 8
b) What is authority? Write down characteristics of authority. 8

OR

- c) What is controlling? What are the techniques of control? 16
5. Write short answer.
a) Method of skill development. 4
b) What is limitation of authority. 4
c) Steps involve in decision making. 4
d) Contribution of Elton mayo. 4
