

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

P. Pages : 1

Time : Three Hours



GUG/S/24/10585

Max. Marks : 80

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

1. a) Differentiate between management & administration. 8
b) “Management science or Art?” Comment. 8

OR

- c) Define management. Discuss the role of manager in management. 16
2. a) Discuss the contributions of Peter Drucker. 8
b) Discuss the contributions of Chester Bernard. 8

OR

- c) “F W Taylor is the father of scientific management!” Comment. 16
3. a) Define planning. State the limitation of planning. 8
b) What is meant by decision making? State its types. 8

OR

- c) Define forecasting. Discuss forecasting techniques. 16
4. a) Explain the need & importance of staffing. 8
b) State the difficulties in Delegation of authority. 8

OR

- c) Define Recruitment. Discuss the sources of recruitment. 16
5. Write short notes :
i) Levels of management. 4
ii) Contributions of Elton Mayo. 4
iii) Importance of planning. 4
iv) Principles of organization. 4
