

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**

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