

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

P. Pages : 1

Time : Three Hours



GUG/W/23/10585

Max. Marks : 80

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

1. a) Explain the role of the manager. 8
b) Write about the management challenges. 8

OR

- c) What is mean by management? Explain the process of management. 16
2. a) Write the contribution of Elton Mayo to the management. 8
b) Explain the contribution of Henry Fayol to the management. 8

OR

- c) Write the contribution in brief of F.W. Tylor to the management. 16
3. a) Write a note on the techniques of forecasting. 8
b) Discuss the limitation and types of planning. 8

OR

- c) What is mean by decision making? Explain the types and step in decision making. 16
4. a) Explain the principals of organizing. 8
b) Write the sources of recruitment. 8

OR

- c) Discuss in brief the need & importance of staffing. 16
5. Write answer in short.
a) Contribution to Chester Barnard. 4
b) Delegation of Authority. 4
c) Organization. 4
d) Importance of planning. 4
