

C.U.SHAH UNIVERSITY

WADHWAN CITY

University (Winter) Examination -2013

Subject Name: - Principles of Management

Course Name : BBA/MAM Sem-I

Duration :- 2:30 Hours

Date : 02/12/2013

Instructions:-

- (1) Attempt all Questions of both sections in same answer book / Supplementary.
- (2) Use of Programmable calculator & any other electronic instrument is prohibited.
- (3) Instructions written on main answer Book are strictly to be obeyed.
- (4) Draw neat diagrams & figures (If necessary) at right places.
- (5) Assume suitable & Perfect data if needed.

SECTION-I

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|------|---|----|
| Q -1 | 1) Discuss management is universal Process. | 01 |
| | 2) Define Planning? | 02 |
| | 3) What is organizing? | 02 |
| | 4) Define Co-ordination? | 02 |
| Q -2 | Explain following in detail | |
| | 1) Why management has not developed as a profession. | 05 |
| | 2) Importance of Management | 05 |
| | 3) Write any four differences of Management and Administration. | 04 |

OR

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| Q -2 | Explain the following in detail | |
| | 1) Discuss limitation of management | 05 |
| | 2) Write any five characteristics of management | 05 |
| | 3) Discuss the criteria for evaluating the effectiveness of a plan. | 04 |
| Q -3 | 1) Discuss the characteristics of Planning in detail. | 07 |
| | 2) Define factors affecting success of planning. | 07 |

OR

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| Q -3 | 1) Explain planning process in detail | 07 |
| | 2) Derive the procedure for determining premise. Discuss importance of premise. | 07 |

SECTION-II

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|------|---|----|
| Q -4 | 1) List the three steps of controlling process. | 02 |
| | 2) Discuss any two characteristics of decision making. | 02 |
| | 3) Define the term Authority. | 01 |
| | 4) What is Power? | 01 |
| | 5) What is Responsibility? | 01 |
| Q -5 | 1) What is Centralization? Explain any four Advantages of it. | 04 |
| | 2) Discuss types of Communication. | 05 |
| | 3) What is Decentralization? Explain any five advantages of it. | 05 |

OR

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| Q -5 | 1) Explain advantage of Functional Organization? | 05 |
| | 2) Discuss Importance of Delegation. | 05 |
| | 3) Discuss elements of delegation of Authority. | 04 |
| Q -6 | 1) Define Importance of Business Forecasting? | 07 |
| | 2) Define the Process of Decision Making? | 07 |

OR

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| Q -6 | 1) Describe types of Decisions. | 07 |
| | 2) Derive functions of Staffing. | 07 |

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