

School of Management and Business Studies
Department of Management
Odd Semester Examination Nov-Dec 2018
Principles of Management
Paper Code: BBA C-01

Roll No...

Duration: 3 Hour

Max.Marks -75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions

All questions carry equal marks

- Q1: Management
- Q2: Decision Making Process
- Q3: Business Risk
- Q4: Advantages and Disadvantages of Partnership.
- Q5: Controlling
- Q6: Maslow's Motivation Theory
- Q7: External Sources of Finance
- Q8: Types of Business Objectives
- Q9: Qualities of a Good Leader

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions

All questions carry equal marks

- Q1: Explain the Responsibilities of Business towards Different Sections of the Society.
- Q2: What is Advertising? Explain the role of Advertising.
- Q3: Discuss the Concept of Marketing and explain its Functions.
- Q4: Explain the different sources of long term finance.
- Q5: Explain the evolution of Management Thought with Neo- Classical theory.
- Q6: Define Leadership with any one Theory of Leadership.