

Department of Management
Odd Semester Examination 2017
Principles of Management- BBA I Semester
Paper Code - BBA C-01

Duration: 3Hour

MaxMarks-75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions

All questions carry equal marks

- Q1: Define Management
- Q2: Communication Process
- Q3: Business Risk
- Q4: Advantages and Disadvantages of Joint Stock Company
- Q5: Directing and Elements of Directing
- Q6: Maslow's Motivation Theory
- Q7: Internal Sources of Finance
- Q8: Training and its 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: Define Scientific Management and Principles of Scientific Management.
- Q3: Discuss the Concept of Marketing and explain its Functions.
- Q4: Explain the different Methods of Raising Funds.
- Q5: Enumerate the Trends and Challenges of Management in the Globalised Era.
- Q6: Define Leadership with any one Theory of Leadership.