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School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2023
BBA-I Semester

Roll No...

Subject Code: BBA-F-01 & Subject Name: Principles of Management

Duration: 3 Hour

Max.Marks -60

Section A - Short Answer

(4X6=24)

Note: Attempt any Six Questions, All questions carry equal marks

- Q1: Explain various types of Business Risks. Give examples for each.
Q2: What is CSR activity done by company? Explain Economic responsibility of business.
Q3: What are the ways of classifying the financial needs of Business?
Q4: Explain the meaning of ownership capital.
Q5: Explain why Advertising has become an essential marketing activity in the modern era of large scale production
Q6: Explain the meaning of channels of distribution.
Q7: Define scientific management.
Q8: What is the concept of Hierarchical plans?
Q9: What are the main characteristics of a good leader?

Section B-Long Answer

(12X3=36)

Note: Attempt any Three Questions; All questions carry equal marks

- Q1: (a) Explain in detail various types of occupation. (2 Marks)
(b) What are various forms of organization? Also explain merits and demerits for each.
(10 Marks)
Q2: (a) What are the various factors determining Capital Structure (4 Marks)
(b) Explain in detail different methods of raising finance. (8 Marks)
Q3: (a) "Marketing is a complex function and does not sum up to sales alone". In the light of this statement explain various functions of marketing. (8 Marks)
(b) What are the various types of marketing entities? Explain any five. (4 Marks)

Q4: (a) Return to Scientific Management: (6 Marks)

Recently, a professor at State University was lecturing in a management development seminar on the topic of motivation. The participants candidly discussed problems that existed in their respective organizations. Problem areas mentioned included absenteeism, turnover, and poor workmanship. The participants managed a variety of workers, such as automobile assembly workers, clerical workers, computer operators, sanitation workers, and even some middle-level managers. During the discussion, one of the participants made the following statement: "What we need to stop all of these problems is a little scientific management."

Question: Take one of the jobs in the above case, and show how you could apply scientific management.

(b) "Management thought is gathering knowledge about the origin of management". Explain in detail the development of Management thought. (6 Marks)

Q5: "Leadership is an important function of management which helps to maximize efficiency and to achieve organizational goals". Explain points that will justify the above statement

Q6: Human Care Ltd. Deals in medical equipment business. They import goods from Korea and sell in domestic market. Recently the Korean company increased prices making goods expensive. India being price sensitive market will not accept the increased price. The Director of the company is thinking of options of importing goods from other countries like Thailand and China. He is also thinking of purchasing goods from the existing supplier in Korea but without packing so that it is cheaper. He will save freight charges. All this will reduce the total cost and will enable him to make profits as before.

Questions:

a) Identify the concept of management involved in the above case. (4 Marks)

b) State what is the director of Human Care planning to do? (4 Marks)

c) Mention what steps must be followed by Human Care to make sure that their objective of profit maximization is achieved. (4 Marks)