Roll No. ____________

SCHOOL OF MANAGEMENT AND BUSINESS STUDIES

DEPARTMENT OF MANAGEMENT

JAMIA HAMDARD

Examination: - BBA Semester I, First Year, Dec 2019

Principles of Management (Paper no. BBA-C-01)

Time: - 3 Hours

Max. marks: - 75

Section A

Attempt any SIX. All questions carry equal marks (5x6)

1. "Commerce is the sum total of all those activities which are engaged in the removal of hindrances of person, place, time and exchange." In the light of this statement, discuss meaning and hindrances of commerce.
2. What is the concept of Joint Hindu Family Business? Explain its features, merits and demerits.
3. What are the various methods of raising finance? Explain any five.
4. Explain in detail nature and functions of Marketing.
5. Briefly explain various types of Media.
6. Define Management in the words of Hendry Fayol. Also explain various features or characteristics of Management.
7. Differentiate between Administration and Management.
8. "Planning helps the businessman get early success. Success without planning is almost impossible in business." In the light of the above statement explain importance of Planning.
9. Explain the concept of Decision Making. What are the various types of decisions made by the organizations?

Section B

Attempt any THREE. All questions carry equal marks (15x3)

1. "On one hand business rests on the technical process of manufacture, on the other hand it looks to the market. At the junction stands the businessman, either directing the technical process of production or gauging the market, or doing both; but always engaged in buying and selling for the purpose of gain."Read the above paragraph carefully and describe various business activities.
2. (a) What is concept and criteria for determining Social responsibilities of business? (5 Marks)

   (b) Explain in detail Cases For and Against Social responsibility of business. (10 Marks)
3. (a) What are the main decision areas in marketing? (5 Marks)

   (b) What are the various factors to be considered in Media selection? (5 Marks)

(c) What are the various Marketing Channels? (5 Marks)

4. What are the various contributions of Hendry Fayol and FW Taylor towards Management? Explain in detail.
5. Explain in detail various sources of Long-term finance.
6. (a) "The planning process is different from one plan to another and one organization to another." Devise a planning process which may be treated as commonly acceptable by all organizations. (10 Marks)

   (b) "A manager may not be able to take good decisions if he fails to follow a sequential set of steps." Briefly explain the decision-making process. (5Marks)