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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) /
(BBA IN RETAIL MANAGEMENT)
EXAMINATION : DECEMBER - 2023
SEMESTER - I

Sub.: Principles of Management (BBA23-111/BBA-RM23-111)

Date : 12/12/2023

Total Marks : 60

Time: 10.00am to 12.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. _____ represents the top-level management pertaining to thinking and planning function
 - a) Operative Management
 - b) Administrative Management
 - c) Floor Level Management
 - d) Both a & c
2. Managerial Skills involve ____
 - a) Conceptual skills
 - b) Human skills
 - c) Technical skills
 - d) All the above
3. _____ is known as “father of Scientific research”
 - a) Henry Fayol
 - b) Frederick W. Taylor
 - c) Robert Owen
 - d) Terry G
4. Management deals with _____.
 - a) Internal environment
 - b) External Environment
 - c) Both a & b
 - d) None of the above
5. _____ is about deciding in advance what should be done.
 - a) Planning
 - b) Controlling
 - c) Directing
 - d) Organizing

Q. 2. State True / False (05)

1. Administration is an Art and Science.
 - a) True
 - b) False
2. Strategic plans are designed for daily activities.
 - a) True
 - b) False
3. The human relations movement proposed that better rules and procedures could increase worker productivity
 - a) True
 - b) False
4. Decision making is an Intellectual process.
 - a) True
 - b) False
5. Strategic plans are made by middle level management.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Explain the characteristics of decision making.
2. Differentiate between Manager Vs Administrator.
3. Elaborate Talyor’s scheme of Functional Foremanship.
4. Describe Roles of a manager in details.
5. What are the types of Decision making.

Q. 4. Answer in detail (Any Two) (20)

1. State Henry Fayol's 14 principles of management.
2. Explain the nature and characteristics of management?
3. Elaborate levels of management along with their functions in detail. Along with a diagram.

Q. 5. Case study (15)

Raunak Saxena is a Senior Manager in "Atlas Bearings Ltd.". He completes all his work as an individual contributor. As a manager's role he does the following. Discouraging the employees, Not representing the company for felicitating dignitaries. He never established relations outside the organization for information purpose. He does not monitor his team and does not pass information to the team. He does not negotiate with the management for the workers. Kindly highlight which roles of manager are not performed by Raunak Saxena and which additional roles are to be adopted by Raunak Saxena to become a good, effective and successful manager.
