

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2023**  
**SEMESTER- I**

**Sub.: Principles of Management (BBA22-111)**

**Date : 19/12/2023**

**Total Marks : 60**

**Time: 10.00 am To 12.30 pm**

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

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

1. \_\_\_\_ is the First step of Planning process  
a) Perception of Opportunities                      b) Formulating support plans  
c) Planning Premise                                      d) Evaluation of Alternatives
  
2. \_\_\_\_\_ is the important interpersonal role of a manager  
a) Leader    b) Liaison  
c) Figurehead    d) All the above
  
3. \_\_\_\_ 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
  
4. Managerial Skills involve \_\_\_\_  
a) Conceptual skills                                      b) Human skills  
c) Technical skills                                         d) All the above
  
5. \_\_\_\_\_ is about grouping of jobs.  
a) Directing     b) Organizing  
c) Planning    d) Controlling

**Q. 2. State True / False (05)**

1. Management includes the pursuit of organizational goals efficiently and effectively.  
a) True    b) False
  
2. At times, to be efficient in management means not using resources the most cost-effectively.  
a) True    b) False
  
3. Good managers create value  
a) True    b) False
  
4. Studying management is likely to help you understand how to deal with organizations from the outside, relate to your supervisors, interact with coworkers, and manage yourself in the workplace.  
a) True    b) False
  
5. When Paul, a new restaurant owner, is determining which products to offer on his menu, he is involved in the management function of planning.  
a) True    b) False

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

1. Define & Explain Classical Approach, Behavioral Approach and Quantitative approach.
2. Discuss Roles of a manager.
3. Explain the Need & Importance of Planning.
4. What are the types of Decision making.
5. Explain Classical Theory with its limitations.

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

1. Discuss the Levels of Management along with a suitable diagram.
2. Explain different types of plan with a diagram.
3. Discuss Henry Fayols's 14 Principles of management.

**Q. 5. Case study (15)**

1. Voltech India Ltd. is manufacturing LED bulbs to save electricity and running under heavy losses. To revive from the losses, the management thought of shifting the unit to a backward area where labor is available at a low cost. The management also asked the workers to work overtime without any additional payment and promised to increase to wages of the workers after achieving its mission. Within a short period, the company started earning profits because both the management and the workers honored their commitments.
  - a. State the principle of management described in the above para.
  - b. Identify any two values that the company wants to communicate to the society.
  - c. As a part of the management, what additional ideas you would recommend the company for reducing expenses and increasing the profits.