

BBA-101**B. B. A. (First Semester)
EXAMINATION, Dec., 2014****PRINCIPLE AND PRACTICES OF MANAGEMENT***Time : Three Hours**Maximum Marks : 70***Note :** All questions have to be attempted.**Section—A****1. Case Study :** 16

After completing MBA, Sunil decided to join his father Shiva who was running a chain of apparel stores. It was started 50 years before. His father was an astute businessman having good knowledge and skills, he turned the business from a single store to a fairly large and profitable chain of 30 stores.

Sunil was a brilliant and was taking keen interest in work. His major work was communication and motivation. Although Managers listened carefully to suggestions in meeting, their subsequent actions made Sunil wonder if they had followed his advice.

He increasingly heard reports that many employees did not know the company's goals. He strongly felt that many of them were just doing their jobs without showing any imagination or drive.

Additionally he was concerned that some of his best managers and people had quit and taken positions with his competitors. Shiva told his son that his major concerns were communication and motivation.

Questions :

- (i) Identify the problem in this case and if you were Sunil what action would you take ?
- (ii) Suggest ways in which motivation theories studied by you can be applied ?

Section—B

2. Explain any *four* questions in brief. 3 each
 - (i) Decision-making
 - (ii) Project based Organisation
 - (iii) Supervision
 - (iv) Centralization
 - (v) Ethics and values
 - (vi) Span of control
3. Attempt any *two* of the following : 7 each
 - (a) What is Planning ? Explain the importance and process of planning.
 - (b) Explain and compare the theories of motivation given by Maslow and Herzberg.

- (c) Define Staffing. Briefly explain the various elements of staffing.
4. Attempt any *two* of the following : 7 each
- (a) Explain Henry Fayol's contribution to the principle of management.
- (b) Define management and discuss the essential characteristics and importance of the management.
- (c) The performance of any Control System is complete only when the corrective action is taken on the feedback provided by it.
5. Attempt any *two* of the following : 7 each
- (a) What do you understand by "Organisation" ? Distinguish between formal and informal organisation.
- (b) Define communication. State the common barriers to effective communication.
- (c) Define leadership. Explain the functions and qualities of a leader.

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