

FACULTY OF MANAGEMENT

BBA (CBCS) (Business Analytics) I - Semester Examination, December 2024

[Common Paper for BBA (CBCS) & BBA (Business Analytics)]

Subject: Principles of Management

Paper: 101

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Is Management an art or a science?
2. What is Systems theory of Management?
3. Explain about Long term plans
4. What is decision making?
5. Define Centralisation
6. What is Co-operation?
7. Explain the concept of Leadership
8. What is organizational change?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

9. (a) Discuss the emergence of management thought with special reference to Hawthorne Studies.
(OR)
(b) Explain about various levels of management with suitable examples.
10. (a) What are various types of plans that are required for the operations of an organization?
(OR)
(b) Explain the different types of Decisions.
11. (a) Write a brief note on any three models of organization structure.
(OR)
(b) Differentiate centralization and de-centralization. Which is better for modern organisations? Discuss.
12. (a) Enumerate the steps in Recruitment and Selection of Employees.
(OR)
(b) Define Coordination. Discuss need, types and techniques of Co-ordination.
13. (a) Define Knowledge Management. Explain the scope of talent and knowledge management.
(OR)
(b) What is the need for Corporate Social Responsibility? Why do organisations need to focus on CSR?