

**BBA**  
**FIRST SEMESTER (SPECIAL REPEAT)**  
**PRINCIPLES OF MANAGEMENT**  
**BBA-102**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

( PART-A : Objective )

Time : 20 min.

Marks : 20

*Choose the correct answer from the following:*

*1X20=20*

1. Quality of goods and services at the fair price to the customers is an \_\_\_\_\_ objective.  
a. Organizational  
b. Individual  
c. Social  
d. None of the above
2. \_\_\_\_\_ management try to maintain good co-ordination among all the executives for smooth departmental function.  
a. Top level  
b. Middle level  
c. Lower level  
d. Worker level
3. Which management function comes after "planning" in management process?  
a. Staffing  
b. Organizing  
c. Controlling  
d. Directing
4. Which is that managerial thought where focus has been given on 'the behavior of people in groups based on sociology'?  
a. Case approach  
b. Inter-personal behavioral approach  
c. Co-operative social system approach  
d. Group behavioral approach
5. Which managerial skill linked with his broad and focused view of the organization, ability of right decision making & creative & innovative ability?  
a. Technical skill  
b. Human Relation skill  
c. Conceptual skill  
d. Interpersonal skill
6. Under which role manager passes specific information to his right sub-ordinates concerned for that particular function?  
a. Spokes person  
b. Disseminator  
c. Monitor  
d. None above
7. 'Comparing all the alternatives' comes in which step of planning process?  
a. 3rd  
b. 4th  
c. 5th  
d. 6th
8. 'It identifies the basic functions or tasks of an organization, which takes a long time to achieve'- which plan is this?  
a. Objective  
b. Policies  
c. Strategies  
d. Purpose & Mission

9. Which is not a benefit of MBO process?
  - a. Improvement of managing
  - b. Clarification of organization
  - c. Encouraging personal commitment
  - d. Difficult of setting goals.
10. Which is not a type of "Plan"?
  - a. Program
  - b. Leadership
  - c. Mission
  - d. Strategies
11. What will be the organization structure if the "Span of control" is more for a manager?
  - a. Tall
  - b. Flat
  - c. Both
  - d. None
12. 'Coercive Power' is an type of \_\_\_\_\_ power.
  - a. Positional
  - b. Personal
  - c. Individual
  - d. All the above
13. If a type of work in the organization is routine & easy, a manager can have \_\_\_\_\_ span of control.
  - a. More
  - b. Less
  - c. Same
  - d. Similar
14. The ability of a person to influence another person to perform an act is known as \_\_\_\_\_.
  - a. Centralization
  - b. Decentralization
  - c. Authority
  - d. Power
15. An organization is called \_\_\_\_\_ organization if the main person in the center keeps all the authority and responsibility along with him.
  - a. Decentralized
  - b. Centralized
  - c. Authority
  - d. Power
16. Before which management function 'Staffing' function comes?
  - a. Organizing
  - b. Mentoring
  - c. Directing
  - d. Controlling
17. Which principle of Directing implies that the subordinates should receive orders & instructions from one superior only?
  - a. Unity of Objective
  - b. Unity of Command
  - c. Unity of Controlling
  - d. Unity of Directing
18. \_\_\_\_\_ barrier in communication takes place due to too long chain of command or too big span of control.
  - a. Badly expressed message
  - b. Faulty organization structure
  - c. Distrust of communication
  - d. Restricting communication
19. Which is not a step in the "Process of Control" in an organization?
  - a. Establishment of Standard
  - b. Measurement of current performance and compare with standard
  - c. Correction if negative deviation is there
  - d. Prepare special report
20. Which is that particular style of leadership where the leader uses very little power?
  - a. Autocratic
  - b. Participative
  - c. Democratic
  - d. Free-rein

**( PART-B : Descriptive )**

Time : 2 hrs. 40 min.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

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| 1. Define Management. Write any four characteristics of management. Explain five Organizational Objective of management.   | 1+4+5=10 |
| 2. a. Define Planning. Write shortly any three disadvantages of Planning.<br>b. What do you understand by MBO? Explain any three advantages of MBO.  | 5+5=10   |
| 3. What do you understand by 'Managerial Role'? Explain various categories and types of managerial role.   | 2+8=10   |
| 4. a. Define Power. Explain different types of Personal Power.<br>b. Write the differences between "Authority and Power".  | 5+5=10   |
| 5. a. What do you understand by 'Formal organization'? Write any four characteristics of a Formal Organization.<br>b. What is "Span of Control"? Explain any four factors that influence Span of Control in an Organization. | 5+5=10   |
| 6. a. Define Staffing. Explain any three importance of Staffing.<br>b. What do you understand by the word 'Directing'? Explain the characteristics of Directing.   | 5+5=10   |
| 7. Define Leader, Follower and Leadership Process. Explain the differences between a Leader and a Manager. Write shortly on various Leadership style.  | 3+4+3=10 |
| 8. Define Communication. Explain the process of Communication with a neat diagram. Write shortly any three barriers of communication.  | 2+5+3=10 |

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