



RC-1702

First Year B. B. A. (Sem. I) Examination

April / May – 2010

Principles of Management

Time : 3 Hours]

[Total Marks :

Instructions

(1)

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| नीचे दशांश देव निशान्चीवाणी विगतो उतरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book. | Seat No. : |
| Name of the Examination : | <input type="text"/> |
| <input type="text" value="F. Y. B. B. A. (Sem. 1)"/> | <input type="text"/> |
| Name of the Subject : | <input type="text"/> |
| <input type="text" value="Principles of Management"/> | <input type="text"/> |
| Subject Code No. : <input type="text" value="1"/> <input type="text" value="7"/> <input type="text" value="0"/> <input type="text" value="2"/> | Section No. (1, 2,.....): <input type="text" value="Nil"/> |
| Student's Signature | |

- (2) All questions are **compulsory**.
- (3) Figures to the **right** indicate full marks.

- 1 Answer following questions briefly : (any five) 10
- (i) Give "Productivity oriented" and "Decision Oriented" definitions of management.
 - (ii) List five features of profession.
 - (iii) Explain connection between Maslow's need Hierarchy Theory and Theory-X and Theory-Y.
 - (iv) Explain the term : "Span of control".
 - (v) What objectives a BBA college principal can set for the batch of FYBBA in which there are 180 students? Note that these objectives are to be set about result of Semester-I.
 - (vi) List various qualitative and quantitative techniques of forecasting.
 - (vii) Explain "Decision Theory Approach" briefly.

- 2 Write a short note on "Codes of Conduct designed by All India Management Association (AIMA). 7

OR

- 2 Explain various features of Management. 7

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[Contd...

- 3 (a) Explain process of decision making. 6
(b) Explain qualities of sound decisions. 3

OR

- 3 (a) Write a short note on "Forecasting and its importance to planning." 6
(b) Write various external and internal planning premises applicable to restaurant business in Surat City. 3

- 4 (a) Write a short note on "Committee" as an organization structure and discuss its advantages and disadvantages. 6
(b) Give an example of geographical (territorial) departmentation with a diagram. 2

OR

- 4 (a) Explain various types of departmentation. 6
(b) What can be three different roles of a committee? 2
- 5 Write a short note on "Qualities of a successful leader." 9

OR

- 5 (a) Write a short note on theory-z of motivation. 6
(b) Explain various personal barriers to communication. 3
- 6 (a) List various sources of recruitment. Explain various internal recruitment in detail. Explain advantages and disadvantages of internal recruitment sources. 7
(b) Define "control". Explain importance of control.: 7
Draw the block diagram showing control process.

OR

- 6 (a) Explain process of selection in detail. 7
(b) Explain budgeting as a control technique. Explain the term; "Zero Based Budgeting (ZBB)." 7

- 7 Read following case-study and answer questions mentioned at the end :

Mohan was playing outside his house with his friends. At that time, his mother called him. Mohan did not like this intervention but he had to go inside and had to listen to his mother. His mother wanted him to go to the market for purchase of various items:

- Urgent purchases of some medicines
- Purchase of 5 kgs of sugar from a grocery shop as there was no stock of sugar
- Purchase of curd needed for evening cooking
- Pressed cloths from a laundry

Mohan was not ready to stop his game and hence requested her mother. Tone of displeasure was clear in his request. He as a last resort, requested her mother that he would go after two hours. Mother did not listen to this request. Mohan also got agitated with his mother and refused to go to the market. Mother again convinced him and told him that if Mohan did not purchase curd, she would not be able to prepare 'Dahi Wada' which was Mohan's favourite dish. She also promised to give Rs. 20.00 to Mohan for chocolate purchase. Mohan agreed to do this job but demanded Rs. 20.00 in advance.

After getting out with money for purchasing plus those 20.00 Rs, Mohan immediately realized the difficulty of the job. Grocery shop was 2 kms away. The dairy and laundry were on the same road but they were in opposite direction. Medical store was in third direction. To add to his worries, he found his cycle punctured. He applied his mind for five minutes, considered various options and decided to take help of his friends.

Mohan approached his friends and requested them to help him. His friends were not ready until Mohan offered one chocolate to each of them. Mohan would purchase chocolates from those 20.00 Rs. He sent Naresh for sugar purchase as Naresh was the strongest and was the one with a bicycle. He sent Mahesh and Dilip to laundry and dairy respectively. Chirag was sent to medical store with prescription. This division of labour required division of money. Mohan again had to apply his mind to give appropriate amount of money to each of his friends. He could not do so very confidently and hence he decided to

divide money only in three parts : One part for curd purchase, one part for medicines and one for sugar purchase. This he thought would decrease the chances of money shortage. He told Mahesh not to pay laundry as usually the laundry delivery man came everyday. He told Mahesh that they usually paid money on weekly basis to the laundry man. He gave his residence number to Mahesh which was to be used if laundry man was not convinced. He instructed his friends to come back at the same location after 30 minutes with bills of purchase. His friends departed and Raju started playing with remaining friends.

- (i) Explain various features of Management which are highlighted in this case. **3**
- (ii) Explain five management functions performed by mother and Mohan. **4**
- (iii) Who is a better manager, mother or Mohan? Why? **3**
- (iv) Explain qualities of a successful leader highlighted in Mohan's behaviour. **3**
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