

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA/ BBa (Hons) Winter 2023 - 24 Examination

Semester: 01
Subject Code: 06010101DS03
Subject Name: Principles of Management

Date: 27/01/2024
Time: 10:30am to 1:00pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	Do as Directed.		CO	PO	Bloom's Taxonomy
A).	Multiple choice type questions/Fill in the blanks. (Each of 1 mark)	(05)			
	1. What are the macro and micro changes in the 21st century that have implications for management?		1		Remembering
	A) Economic shifts and technological advancements				
	B) Changes in consumer behavior and market trends				
	C) Environmental concerns and sustainability efforts				
	D) All of the above				
	2. Which of the following is NOT a step in the planning process?		3		Remembering
	A) Setting objectives				
	B) Evaluating alternatives				
	C) Implementing plans				
	D) Reviewing performance				
	3. What are the key traits of a leader according to trait theory?		4		Remembering
	A) Intelligence and creativity				
	B) Confidence and decisiveness				
	C) Emotional intelligence and integrity				
	D) All of the above				
	4. What is the main difference between centralization and decentralization?		5		Remembering
	A) The number of departments in the organization				
	B) The concentration of decision-making authority				
	C) The level of employee empowerment				
	D) The size of the organization				
	5. What are the roles of a manager according to Mintzberg's model?		4		Remembering
	A) Interpersonal, informational, and decisional				
	B) Planning, organizing, leading, and controlling				
	C) Strategic, tactical, and operational				
	D) None of the above				
B).	Define the following. (Each of 1 mark)	(05)			
	1. Macro and Micro changes		3		Remembering & understanding
	2. Forecasting		3		
	3. Centralization		3		
	4. Leadership		5		
	5. Coordination		5		
C).	Direct questions. (Each of 1 mark)	(05)			
	1. What is the scope of management?		5		Remembering
	2. What are the types of plans used in organizations?		1		Remembering
	3. What is the significance of organizational culture?		1		Remembering
	4. How can leaders build effective teams?		4		Applying
	5. Why is coordination important in the management process?		5		Understanding
Q.2	Answer the following questions.				
A).	Discuss the concept of management as a profession and its implications for modern managers.	(07)	2		Applying
B).	Explain the planning process.	(08)	3		Understanding

Q.3	Answer the following questions.				
A).	List the principles of organization. How can these principles be applied in creating effective organizational structures?	(07)	3		Understanding Applying
B).	Explain the steps involved in the controlling process. ?	(08)	1		Understanding
Q.4	Attempt any two questions. (Each of 7.5 mark)	(15)			
	1. Explain the Functions of Management in detail.		2		Understanding
	2. Management is “Am Art” or “A Management”. Discuss in details.	S	3		Evaluating
	3. Explain the concept of delegation in management. What are the benefits and limitations of delegation?		4		Understand, evaluating
	4. Describe the concept of corporate social responsibility (CSR) in management.		5		Understand