

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2019-20 Examination**

**Semester:1**  
**Subject Code: 06101102**  
**Subject Name: Principles of Management-I**

**Date: 20/11/2019**  
**Time: 10.30 am to 1.00 pm**  
**Total Marks: 60**

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**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.**

**A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

**1. First step in planning process is to \_\_\_\_\_**

- |                                      |                          |
|--------------------------------------|--------------------------|
| a) Set an objective                  | c) Evaluate alternatives |
| b) Determine strength and weaknesses | d) None of above         |

**2. To identify a problem, a manager \_\_\_\_\_**

- |                                                                                 |                                                                     |
|---------------------------------------------------------------------------------|---------------------------------------------------------------------|
| a) Compares one set of standards or goals to a second set of standards or goals | c) Looks for unhappy customers                                      |
| b) Uses intuition to see that things don't look right                           | d) Compares the current state of affairs with some standard or goal |

**3. The process of structuring both human and physical resources to accomplish organizational objectives is called:**

- |                   |                        |
|-------------------|------------------------|
| a) Organizing     | c) Formalization       |
| b) Centralization | d) Departmentalization |

**4 Organization structure is reflected in the \_\_\_\_\_**

- |                           |                       |
|---------------------------|-----------------------|
| a) Organization hierarchy | c) Organization chart |
| b) Departments            | d) Span of Control    |

**5. In a centralized organization, policies and procedures are usually \_\_\_\_\_.**

- |            |              |
|------------|--------------|
| a) Diverse | c) Uniform   |
| b) Strict  | d) Effective |

**B).Define the following. (Each of 1 mark) (05)**

1. Survey Method
2. Delegation
3. Informal Organization
4. Decision Making
5. Planning

**C).Direct questions. (Each of 1 mark) (05)**

1. Draw a decision tree with example
2. Give any four limitation of forecasting
3. Mention the types of plans
4. List down any four principles of organizing
5. Give any five merits of formal organization.

**Q.2 Answer the following questions.**

**A).. Explain the various steps in planning process with diagram. (07)**

(08)

B).What do you mean by delegation of authority? Differentiate between delegation and

**Q.3 Answer the following questions.**

A).What do you understand by forecasting? How is it related with planning?

(07)

B).Explain Line Organization with proper explanation.

(08)

**Q.4 Attempt any two questions. (Each of 7.5 mark)**

(15)

1. Do you agree with the view that there is no single one best way of departmentalization applicable to all organizations, explain with reasons?
2. Why there is conflict in line and staff organization? How it can be resolved?
- 3.Management is concerned with Science , Art or Both” Comment
4. Draw the outline of function wise and customer wise departmentalization and mention suitable examples