

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2018- 19 Examination**

**Semester: 1****Subject Code: 06101102****Subject Name: Principles of Management-I****Date: 04/05/2019****Time: 10:30am To 01:00pm****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.****A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. Advantage of delegation of authority results in prompt \_\_\_\_\_.
  - a) Understanding
  - b) Decision making
  - c) Both (A) and (B)
  - d) None of the above
2. Management is a creative and \_\_\_\_\_ process.
  - a) Systematic
  - b) Long
  - c) Continuous
  - d) None of the above
3. Which principle means that an employee should receive orders from one superior only
  - a)Coordination
  - b)Discipline
  - c)Unity of Command
  - d)Unity of Direction
4. What does the acronym SMART stand for?
  - a) Specific, measurable, achievable, rewarded and timely
  - b) Standardized, measurable, achievable, rewarded, and timely
  - c) Suitable, measurable, actionable, rewarded and timely
  - d) Specific, measurable, actionable, resourced and timely
5. What is a definition of an objective?
  - a) A clearly defined and measurable outcome to be achieved over a specified timeframe
  - b) A defined specified outcome to be achieved in the long-term
  - c) A clear set of goals to be attained given a set number of resources
  - d) A set standard of performance agreed by workers and managers

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

- 1.Planning
- 2.Centralization
3. Unity of Command
- 4.Formal Organization
- 5.Write full form of CPM

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

- 1.Scalar of Chain
- 2.State any 2 techniques of Forecasting
- 3.Decision Making
- 4.Management
- 5.State any 3 principles of Organizing

**Q.2 Answer the following questions.****A).Explain the statement: - Management as Science or Art or both.****(07)****B).Explain meaning and importance of Forecasting.****(08)**

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

A).Draw a diagram showing Planning Process and explain in detail.

**(07)**

B).Explain Management Process with chart in detail.

**(08)**

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

**(15)**

1. Write short note on: - Types of Plans.
2. Explain Decision Making Process with the help of diagram.
3. Define Informal Organization and explain its advantages and disadvantages.
4. Explain Line Organization structure with diagram.