

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA, Summer 2017 - 18 Examination

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

Date: 05/06/2018
Time: 10:30 am to 1:00 pm
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. Which of the following is an assumption of rationality to rationale decision making?
 - a) Preferences are clear
 - b) The problem is clear and unambiguous
 - c) Final choice will maximize payoff
 - d) All of the above
2. Which of the following is a major function of management
 - a) Planning
 - b) organizing
 - c) controlling
 - d) all the above
3. What is another name for contingency planning?
 - a) Synergy planning
 - b) Business level planning
 - c) Ad hoc planning
 - d) Scenario planning
4. Line functions are concerned with those activities which relate to the discharge of _____.
 - a) direct responsibility for accomplishing the subsidiary objectives of the
 - b) direct responsibility for accomplishing both main and subsidiary objectives of the organization
 - c) direct responsibility for accomplishing the main objectives of the organization
 - d) none of these
5. _____ Oldest form of organization
 - a) Line
 - b) functional
 - c) line and staff
 - d) none of these

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

1. Management.
2. Strategic planning.
3. Historical Analogy.
4. Decison Making.
5. Departmentalization.

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

(05)

1. Give the Full form of CPM and PERT.
2. Give the steps of planning process.
3. Structure of formal organization.
4. Give four limitations of forecasting.
5. Importance of planning.

Q.2 Answer the following questions.

A). Explain the Types of plans.

(07)

B). Management as Science or art". Discuss.

(08)

Q.3 Answer the following questions.

A). Explain principles of effective delegation.

(07)

B). Discuss the problems of informal organization.

(08)

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

(15)

1. Explain the types of organisation with appropriate diagram.
2. Draw a decision-making tree for manufacturing unit.
3. Explain the different types of planning premises.
4. Give the techniques of forecasting.