| Seat No: | Enrollment No: |
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PARUL UNIVERSITY FACULTY OF LAW

B.B.A. LL.B. Winter 2018-19 Examination

Semester: 1 Date: 27/11/2018

Subject Code: 17303101 Time: 10:30am to 1:00pm

Subject Name: Principles of Management Total Marks: 60

| • | 4 | | |
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| In | str | neti | ons: |

1. All questions are compulsory.

| | - | the right indicate full marks. | | | |
|-----|-----------|--|-------|--|-------------|
| | | able assumptions wherever necessary. | | | |
| | | question on new page. | | | |
| | | | | | |
| Q.1 | | directed (MCQ) (1 marks each. All Com | | | (15) |
| | | nagement as a discipline is the function of | | | |
| | a) | | , | Art | |
| | c) | • | | Both (a) and (b) | |
| | | thority, discipline, unity of command, and | | • | |
| | a) | 1 1 | b) | Principles of the human relations | |
| | | nagement. | | movement. | |
| | | Four of Fayol's fourteen principles of | d) | Elements of Weber's ideal bureaucratic | |
| | | nagement. | | structure. | |
| | 3. Wh | nen we classify managers according to the | ir le | evel in the organization they are described as | |
| | <u>a)</u> | Top managers, middle managers and | b) | General managers and administrative | |
| | | pervisors | | managers | |
| | • | High level and lower level managers | d) | Functional, staff and line managers | |
| | | derick Taylor and Frank and Lillian Gilbro | | | |
| | | nagement involving the use of scientific n | | | |
| | a) | <u> </u> | | Management science. | |
| | c) | Scientific management. | d) | The contingency approach. | |
| | 5. Nee | | | g with the desire to have a productive impact | |
| | | our surroundings is needs. | ` | | |
| | | Existence | b) | Growth | |
| | c) | Relatedness | d) | None of the Above | |
| | 6. ERC | G theory was introduced by | • | | |
| | | Clayton Alderfer | b) | McClelland | |
| | c) | Douglas McGregor | d) | J. Stacey Adams | |
| | 7. Whi | ich of the following functions or activities | rec | quires recruiting and placing qualified | |
| | per | sonnel needed for the organization so that | itı | may achieve its objectives and goals? | |
| | a) | Staffing | b) | Planning | |
| | c) | Controlling | d) | Organizing | |
| | 8. The | SWOT approach assesses an organization | ı's | | |
| | a) | Speed, Wants, Order, Timing | b) | Structure, Workforce, Organization, Types | |
| | c) | Strengths, Weaknesses, Opportunities, | d) | Signs, Worries, Objectives, Techniques | |
| | Thi | reats. | | | |
| | 9 | | | and personnel of an organization in an | |
| | ord | erly way to achieve the objectives and lor | | | |
| | a) | Planning | b) | Organizing | |
| | c) | Leading | | Controlling | |
| | | e management of people/labor should be | han | dled by what department in an | |
| | org | anization? | | | |
| | a) | | | Accounting | |
| | c) | Information Systems | d) | Human Resources | |

| | manager? | of Subordinates directly controlled by a | |
|------------|--|--|-------------|
| | a) Division management | b) Span of management | |
| | c) Decentralization | d) Investment span | |
| | 12. Which management theorist is responsible | * | |
| | a) Abraham Maslow | b) Dale Hawthorne | |
| | c) Frederick Herzberg | d) Peter Drucker | |
| | | res to get himself secure from crimes, company | |
| | | say that he fulfills the need. | |
| | a) Self-Actualization | b) Social need | |
| | c) Safety | d) Esteem | |
| | 14. 'Maslow's hierarchy of needs' includes | | |
| | a) physiological needs | b) self-actualization needs | |
| | c) esteem needs | d) all of above | |
| | 15. Getting work done with a minimum of eff | | |
| | a) Effectiveness | b) Efficiency | |
| | c) Management | d) Planning | |
| Q.2 | A) Answer the following (Each of three ma | ark) | (15) |
| | 1. Difference: Authority & Responsibility. | | |
| | 2. Explain Strategic Management Process. | | |
| | 3. Discuss Hawthorne study in detail. | | |
| | 4. Explain the two-factor theory. | | |
| | 5. Explain advantages and disadvantages of b | oureaucracy theory by max weber. | |
| Q.3 | A) Explain principles of organizing. | | (08) |
| | | OR | (0.0) |
| | A) Explain BCG Matrix in detail. | | (08) |
| | B) Explain managerial grid. State its advantage | | (07) |
| | | OR | (O=) |
| 0.4 | B) Explain the five forces strategy in detail. | 1.1 6 | (07) |
| Q.4 | A) Explain the decision making process for la | • • • | (07) |
| | B) Answer the following (Any 4 each of two | mark) | (08) |
| | 1. Explain Maslow's hierarchy of needs. | | |
| | 2. Difference: Efficiency and Effectiveness. | no at different levels of annonimation | |
| | 3. Explain different skills needed by manager | | |
| | 4. Difference between Maslow needs hierarch | ny meory and EKO meory. | |
| | 5. Explain management process. | | |
| | 6. Explain organizational levels. | | |
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