

## BBA 1st Semester Exam., 2022

PRINCIPLES AND PRACTICES OF  
MANAGEMENT

Time : 3 hours

Full Marks : 60

## Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 & 2 are compulsory.

1. Answer any six questions of the following :

2×6=12

- (a) State any four limitations of planning.
- (b) What is procedure?
- (c) What is informal communication?
- (d) Define corporate planning.
- (e) Define MBO in planning.
- (f) Name any two important characteristics of management.

(g) Define organizing.

(h) What is line authority?

(i) State any three principles of scientific management.

(j) What is selection?

2. Answer any three of the following : 4×3=12

- (a) Why is management considered a multi-faceted concept?
- (b) Do you think planning can work in a changing environment?
- (c) Explain the process of motivation.
- (d) Define training. How is it different from education?
- (e) What are the elements of directing?

3. What are the main factors to be considered by the management while planning? 12

4. "Management is the combination of art, science and profession." Comment with examples. 12

- ✓ 5. Discuss Maslow's need hierarchy theory of motivation. 12
- ✓ 6. Explain the principles of scientific management given by Taylor. 12
- 7. Explain the various steps involved in the process of control. 12

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