

DL-1

Your Roll No.....

**BACHELOR OF BUSINESS  
ADMINISTRATION I YEAR  
EXAMINATION, 2010**

**Paper — BBAD-101**

✓ **PRINCIPLES OF MANAGEMENT**

*Time : 2½ Hours*

*Maximum Marks : 70*

*(Write your Roll No. at the top immediately  
on receipt of this question paper.)*

*Answer ALL questions of Section A, any SIX questions  
of Section B and any THREE from Section C.*

**SECTION -A** (1 × 10 = 10)

1. Fill in the blanks:
  - a) The inventor and chief architect of modern organization theory was \_\_\_\_\_.
  - b) Organization is treated as a dynamic \_\_\_\_\_.
  - c) The ten commandments of good organization was formulated by \_\_\_\_\_.
  - d) Along with authority, \_\_\_\_\_ cannot be delegated.

P.T.O.

- e) \_\_\_\_\_ barriers arise from the linguistic capability of the parties involved.
- f) Feedback is a form of \_\_\_\_\_ communication.
- g) Motivation is an act of \_\_\_\_\_.
- h) Recognition and reward are \_\_\_\_\_ in the Herzberg Theory of Motivation.
- i) A paid leave is an example of \_\_\_\_\_ reward.
- j) Job analysis consists of \_\_\_\_\_ and \_\_\_\_\_.

**SECTION - B**      (5 × 6 = 30)

- 2. Define the term span of control. How is it determined?
- 3. What is Motivation ? Describe its characteristics.
- 4. Explain the significance of job analysis in staffing.
- 5. State the principles of co-ordination.
- 6. Define objectives. Discuss the characteristics of business objectives.

7. What are the ten commandments of good organization ?
8. Write a note on "committee form of organization".
9. What are the types of authority?

**SECTION - C**            (3 × 10 = 30)

10. What is the systems approach to an organization?  
Explain the salient characteristics of the system.
11. Explain the concept of delegation of authority.
12. Discuss the principles of effective communication.
13. Explain Herzberg's motivation theory.
14. What is planning? Discuss its importance and point out the various steps necessary in planning process.