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**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**

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उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

**Programme Name- BBA-First Semester**

**Programme Code- BBA-17**

**Course Name- Principles of Management**

**Course Code- BBA-101** **Maximum Marks-20**

**Session - 2017-18, Summer** **Last Date of Submission: 31<sup>st</sup> October 2017**

**Session - 2017-18, Winter** **Last Date of Submission: 30<sup>th</sup> April 2018**

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**Section-A**

**Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

**Discuss the following (1-8) –**

1. Functions of Management.
2. Levels of Planning.
3. F.W.Taylor's Scientific Management.
4. Importance of Organising.
5. Intrapersonal Communication.
6. Pre-requisites of Effective Control System.
7. Mc Gregor's Participation Model of Motivation.
8. Quality Control.

**Section-B**

**Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.**

1. Explain the concept of management and bring out its importance in present-day context.
2. What are the basic elements of decision making? Explain the crucial role of diagnosis in decision making and discuss its key parts.
3. How does the behaviour theory of leadership differ from the trait theory of leadership? Which theory is more applicable in a democratic society and why?
4. Describe the different methods of comparing the actual results with expected results for the purpose of evaluating the effectiveness of control systems.