

---

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

---



**Programme Name-BBA-First Semester**  
**Programme Code-BBA -12**  
**Course Name-Principles of Management**  
**Course Code-BBA101**

**Maximum Marks-40**

**Session -2013-14,Summer**  
**Last Date of Submission: 15 January, 2014**

---

**Section-A**

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

**Discuss the following (1-8) –**

1. Span of management
2. Organisational structure
3. Strategic and tactical decision
4. Qualities of a good leader.
5. Grapevine communication
6. Role of information system in decision making.
7. Management by Objectives (MBO)
8. Motivation

**Section-B**

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Explain the concept of management and bring out its importance in present day context?
2. What is planning? Explain its importance in management?

3. Discuss the various assumptions underlying Theory X and Theory Y that was developed by Mc- Gregor.

4. Define controlling and explain the various elements involved in the controlling process?

