
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 -2014-15,Summer
Last Date of Submission: 15 January, 2015

Section-A

Section 'A' contains 08 short answer type questions of 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. Management as a process.
2. Purpose of planning.
3. Features of objectives.
4. Span of supervision
5. How is Communication a two-way process?
6. Factors affecting morale.
7. Advantages of budgetary control system.
8. Managerial grid

Section-B

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

1. Discuss the contributions of Taylor and Henry Fayol to management thought.
2. Explain the various channels of communication which are generally used in modern business organisations.
3. What do you understand by motivation? Discuss Maslow's theory of motivation.
4. "Planning without control is meaningless and control without planning is a waste."
Comment.