



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

BBA 1ST Semester Assignment

Last date of Submission- 15 January 2011.

Programme Code-BBA-10

Course Code:BBA-101

Course Name-Principles of Management

Maximum Marks-40

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.

Briefly discuss the following-

1. The concept of management in today's world
2. Henri Fayol's principles of management
3. Importance of planning
4. Basic characteristics of an organisation based on mechanistic structure.
5. Managerial grid
6. Types of controls
7. Maslow's need hierarchy theory
8. Rational decision making

Section-B

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

1. Explain the importance of Communication. Describe the channels and barriers of communication of an organization with the help of examples from the organization you are working in or any organization you are familiar with.
2. "Managers at all levels require some competence in each of the technical, human and conceptual skills, albeit with difference in emphasis".

- a) In wake of this statement, explain various managerial functions.
 - b) Identify a film of your choice and draw management lessons from that film for example Lagan, Chak De India and the likes.
3. What do you mean by budgetary control? Describe the different methods of comparing the actual results for the purpose of evaluating the effectiveness of control systems.
4. "Motivation is defined as a drive that satisfies an existing unsatisfied need." Highlight the characteristics, importance and types of motivation. Identify the motivators that you would address for nightshift workers and BBA Students.

