



**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**  
***BBA 1<sup>st</sup> Semester Assignment***

**Programme Name-BBA-First Semester**  
**Course Name-Principles of Management**  
**Maximum Marks-40**

**Programme Code-BBA-10**  
**Course Code:BBA-101**

***Last Date of Submission: 15 Jan, 2012***

**Session: 2011-12 (Summer)**

**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. Management by Objectives.
2. F.W. Taylor's Principles of Management.
3. Steps in Decision Making.
4. Managerial Grid.
5. Line and Staff Organisation.
6. Herzberg's Two-Factor Theory.
7. Characteristics of an effective control system.
8. PERT and CPM.

**Section-B**

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

Q1.What are the various types of communication that are relevant to a large multi-office service sector organisation? Describe the importance of upward and downward communication with the help of examples from the organization you are working in or any organization you are familiar with.

Q2.Management is an essential component of all social organisations and is to be found everywhere as a distinct, separate and dominant activity.

- a) In wake of this statement, explain need for management.
- b) Identify a film of a choice and draw management lessons from that film for example Lagan, Chak De India and the likes.

Q3.What are some of the problems encountered during the process of planning? Also, explain some of the factors and personal characteristics that have an impact on the decision maker.

Q4. Explain in detail the personal characteristics of leaders. Are some of these characteristics inherited? If so, identify these characteristics and explain as to why you consider these characteristics as inherited.

