
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 -2015-16, Summer
Last Date of Submission: 31st January, 2016

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. Purpose of planning.
2. Features of objectives.
3. Difference between management and administration
4. How is Communication a two-way process?
5. Factors affecting morale.
6. "Control is circular process."
7. Qualities of a good leader.
8. Role of information in 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 concept of management and bring out its importance in present-day context.
2. "Planning without control is meaningless and control without planning is a waste." Comment.
3. Discuss the various assumptions underlying Theory X and Theory Y that was developed by Mc- Gregor.
4. Explain the various channels of communication which are generally used in modern business organisations.