

Roll No. ....

**UNIT-IV**

8. Explain the meaning of Control. What are the characteristics of effective control system ? [16]
9. Write a detailed note on Traditional control techniques and their significance. [16]

57511

**B.B.A. 2nd Semester  
(N.S.) 2014-2017**

**Examination- May, 2017  
Principles of Management**

**Paper-BBAN-201**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note :** Section-A contains eight short answer type questions of two marks each and is **compulsory**. From Section-B, attempt **four** more questions, selecting **one** question from each unit. All questions carry equal marks.

57511-4300-(P-4)(Q-9)(17) (4)

57511-4300-(P-4)(Q-9)(17) (1) [ Turn Over

### SECTION-A

1. Conceptualize the following terms : [16]
- (a) Conceptual skills
  - (b) System approach to management
  - (c) Tactical planning
  - (d) Delphi technique
  - (e) Delegation
  - (f) Span of control
  - (g) Social audit
  - (h) PERT

3. Discuss classical approach to management. Highlight the principles given by F.W. Taylor and their significance in organizations. [16]

### UNIT-II

4. Why planning is considered an important function of management ? Explain its process in detail. [16]
5. Explain the process of decision making. What are the various types of decisions? [16]

### UNIT-III

6. Define organizing. Discuss its importance. Enlist elements of organizing. [16]
7. What is a leadership ? Explain the various styles of leadership and their relative merits & demerits. [16]

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### SECTION-B

#### UNIT-I

2. Define Management. Explain the nature of management and the various levels of management. [16]

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