

Student's Roll No.....
(To be written before writing any answer)

Subject Code: PRMA

SEMESTER III – B.B.A. EXAMINATION 2008

PRINCIPLES OF MANAGEMENT

Full Marks: 50

Time: 2 Hrs

Students should answer in their own words as far as practicable

GROUP – A

1. Answer ANY FIVE questions:

[5X2 = 10]

- i) What do you understand by 'POSDCORB'?
- ii) What is 'Administrative Management'?
- iii) Mention four basic characteristics of a sound plan.
- iv) Distinguish between 'forecasting' and 'planning'.
- v) What is 'span of control'?
- vi) Mention four major roles of a manager.
- vii) What is feedforward control?

GROUP – B

2. Answer ANY FOUR questions:

[4X10 = 40]

- a)
 - i) What do you mean by "universality" of management?
 - ii) Do you think management is a profession? Explain with reference to the Indian context. (4+6)
- b)
 - i) Briefly explain the various stages in the strategic planning process.
 - ii) How is strategic planning different from tactical planning? (7+3)
- c)
 - i) Critically discuss the significance of the matrix form of organization structure.
 - ii) Discuss the factors determining the degree of decentralization within an organization. (6+4)
- d) Discuss, in detail, the different models adopted by managers in decision – making. (10)
- e)
 - i) Control and planning are complementary management functions. Comment on the validity of this statement.
 - ii) Explain the popular techniques of financial control. (4+6)

- f) Write short notes on ANY TWO of the following: (2X5 = 10)
- i) The interaction between the business environment and management;
 - ii) The Hawthorne Experiments;
 - iii) Delegation of authority;
 - iv) Limitations of control;

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