

April 2018

Bachelor of Business Administration (BBA) Examination

I Semester

(Fundamentals of Management Time 3 Hours)

Time 3 Hours]

[Max. Marks 80

Note: Attempt any five questions. All questions carry equal marks.

1. (a) Discuss the relevance of management to modern industries.
(b) Elucidate on the role of manager in service industry.
2. (a) Discuss the importance of planning and its procedure in service organization.
(b) What do you mean by planning ? Explain its types of plans and objectives.
3. (a) Describe the nature and purpose of organizational structure in manufacturing organization.
(b) Explain the role of span of control in organization structure and its performance to manage it.
4. (a) Discuss the nature and purpose of staffing in modern FMCG organization.
(b) Describe the career planning and its process and stages.
- (5) (a) Discuss the leadership styles to manage modern industry of India.
(b) Elucidate on the morale and discipline in software organization to increase efficiency.
6. (a) What do you mean by controlling ? Explain the techniques of controlling
(b) Elucidate on process of control and its measurement of performance.
7. Write short notes on any two of the following:
 - (a) Functions of Management
 - (b) Line and Staff Functions.
 - (c) Motivation.
 - (d) Centralization and Decentralization.