

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2018
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER – I

Subject: Principles of Management
Full Marks: 60

Course Code: MGMT 311
Time: 3:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X1 = 10 MARKS)

Answer ALL questions.

- Q1. Write the meaning of “Unity of command” in a sentence.
- Q2. Point out any two differences between theory X and theory Y.
- Q3. State any two functions of top level management.
- Q4. Write the meaning of “Globalization”.
- Q5. What do you mean by “Human skill” of manager?
- Q6. List out any two common motivational techniques.
- Q7. Mention the types of control.
- Q8. Introduce the autocratic leadership style.
- Q9. Write the meaning of social responsibility.
- Q10. Define conflict.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any THREE questions.

- Q11. Briefly explain the emerging challenges for management. (8)
- Q12. What is business environment? Describe the internal components of environment. (2+6)
- Q13. What is motivation? Explain the Maslow’s hierarchy of need theory. (2+6)
- Q14. Define leadership. Describe the leadership styles. (2+6)

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any TWO questions.

- Q15. What is decision making? Explain the process and nature of decision making. (3+6+4)
- Q16. Define management. Briefly explain the roles and functions of management. (3+5+5)
- Q17. “Communication is the backbone of an organization.” In the light of the given statement, discuss the meaning and barriers of communication. (3+10)