



SN – 364

I Semester B.B.M. Examination, Nov./Dec. 2013
(New Syllabus)
(2012-13 and Onwards)
BUSINESS MANAGEMENT
Paper – 1.7 : Management Process

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written only in **English**.

SECTION – A

1. Answer **any eight** sub-questions from this Section. **Each** sub-question carries **two** marks : **(8×2=16)**
- What is social responsibility of business ?
 - What are policies ?
 - Distinguish between management and administration.
 - State the steps in control process.
 - What is meant by span of control ?
 - What is ethics ?
 - What is meant by centralisation of authority ?
 - What is meant by unity of command ?
 - What is meant by departmentation ?
 - What is meant by induction ?

SECTION – B

Answer **any three** questions from this Section. **Each** question carries **eight** marks : **(3×8=24)**

- Briefly explain any ten principles of management.
- Briefly compare line organisation with line and staff organisation.
- Discuss the merits and demerits of decentralisation of authority.
- Discuss the essentials of a sound control system.



SECTION – C

Answer Question No. **10** and **any three** of the remaining questions.

Each question carries **fifteen** marks :

(4×15=60)

6. Briefly explain the steps in planning process.
 7. Explain in detail, Maslow's need hierarchy theory of motivation and its relevance today.
 8. Explain the barriers to communication and the ways to overcome them.
 9. Explain the internal and external sources of modern recruitment.
 10. Explain the social responsibility of business towards its stakeholders.
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