



SN – 389

I Semester B.B.M. Examination, November/December 2014
(CBCS) (Fresh)
(2014-15 & Onwards)
BUSINESS MANAGEMENT
1.6 : Management Process

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **2** marks. **(2×5=10 Marks)**

1. a) Differentiate between Upward and Downward Communication.
- b) Mention any two essentials of effective control system.
- c) What do you understand by self-actualization needs ?
- d) Give any two differences between formal and informal leadership.
- e) Define Management as an Art.
- f) Name any two theories of Motivation.
- g) What do you mean by decision making ?

SECTION – B

Answer **any three** questions. **Each** question carries **6** marks. **(6×3=18 Marks)**

2. Write short notes on principles of coordination.
3. Differentiate between standing plans and single use plans. Under what circumstances would we use standing plans ?
4. Briefly explain the steps involved in controlling process.
5. State the merits and demerits of centralization.
6. Distinguish between management and administration.



SECTION – C

Answer **any three** questions. **Each** question carries **14** marks.

(14×3=42 Marks)

7. Explain the barriers to effective communication.
 8. Compare the three leadership styles. Under what situations would each style be effective ?
 9. Explain the principles of organisation.
 10. Analyse the ways in which a business organisation can discharge its social obligation ?
 11. Explain two-factor theory of Motivation.
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