



SN – 528

I Semester B.B.A. Degree Examination, November/December 2017
(2014-15 and Onwards) (CBCS) (F + R)
BUSINESS ADMINISTRATION
1.6 : Management Process

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION – A

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

1. a) Define Organisation.
- b) What is Recruitment ?
- c) What is Span of Control ?
- d) What is Decision Making ?
- e) What is PERT ?
- f) What is Democratic Leadership ?
- g) Mention 4 features of a Profession.

SECTION – B

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

2. What are the merits and demerits of Line Organisation ?
3. Explain the various principles of co-ordination.
4. Distinguish between management and administration.
5. What is Communication ? Explain its importance.
6. What are the essentials of sound control system ?

SECTION – C

Answer **any three** sub-questions. **Each** sub-question carries **14** marks. (3×14=42)

7. What is planning ? Explain the Planning Process.
 8. Briefly explain the Principles of Organisation.
 9. Give an explanatory note on organisations' social responsibility.
 10. Explain McGregor's X and Y theory.
 11. Explain briefly selection procedure.
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