



QP – 344

I Semester B.B.A. Examination, March/April 2022

(Repeaters) (CBCS) (2020– 21 and Onwards)

BUSINESS ADMINISTRATION

Paper 1.4 : Enterprise Management

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 management.
- b) What is planning ?
- c) What is centralization ?
- d) What do you mean by Decision making ?
- e) Mention any 2 features of Direction.
- f) Give the meaning of change management.
- g) Give the meaning of span of control.

SECTION – B

Answer **any three** questions. **Each** question carries **5** marks. **(3×5=15)**

2. Briefly explain the levels of management.
3. State the advantages and disadvantages of staff organisation.
4. Briefly explain the techniques of Directing.
5. Explain the relationship between planning and controlling.
6. Explain Kaizan cross culture concept.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **12** marks. **(3×12=36)**

- 7. Explain the principles of management.
- 8. Explain the importance, features and limitations of controlling.
- 9. Explain McGregor's X and Y theory.
- 10. Briefly explain the steps in planning process.
- 11. Explain the various principles of organisation.

SECTION – D

Answer the following question, carrying **9** marks. **(1×9=9)**

- 12. Develop chart on organisation structure.

OR

Construct a graphical representation of Maslow's theory of motivation.



(3×5=15)