

Total No. of Questions : 6]

SEAT No. :

PA-1988

[Total No. of Pages : 3

[5955]-101

**F.Y. B.B.A. (International Business)**  
**101 : Principles of Management**  
**(2019 Pattern) (CBCS) (Semester - I)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q. No. 1 and Q. No. 6 are compulsory.*
- 2) *Solve any 3 (Three) questions from the remaining question nos. 2, 3, 4 and 5.*
- 3) *Figures to right indicate full marks.*

**Q1) A) Fill in the blanks (Attempt any 5) :**

**[5]**

- i) Middle level management includes \_\_\_\_\_.
  - a) Vice president
  - b) Supervisors
  - c) Plant managers
  - d) Office managers
- ii) “Science, not rule of thumb”, according to F.W. Taylor, stands for \_\_\_\_\_.
  - a) One best way of doing a task
  - b) Scientific selection of workmen
  - c) Obtaining harmony in group action
  - d) Scientific division of work between workers and management.
- iii) \_\_\_\_\_ is known as the father of White Revolution in India.
  - a) JRD Tata
  - b) Dr. Verghese Kurien
  - c) Dhirubhai Ambani
  - d) N.R. Narayana Murthy

**P.T.O.**

- iv) Top management works on \_\_\_\_\_.
- a) Strategic plan                      b) Corporate plan  
c) Budgeting                              d) Authority structure
- v) Total quality management was first developed in \_\_\_\_\_.
- a) USA                                      b) UK  
c) Japan                                      d) Korea
- vi) Unity of command means \_\_\_\_\_.
- a) Parity of authority and responsibility  
b) Flow of command from subordinate to superior  
c) Parity in controlling  
d) Flow of command from superior to subordinate

B) Match the following : [5]

Group A

Group B

- |   |  |
|---|--|
| <p>i) Quantative technique of forecasting</p> <p>ii) Voice outsourcing</p> <p>iii) TQM</p> <p>iv) Scalar chain</p> <p>v) Administration</p> | <p>a) Customer - Driven quality management</p> <p>b) Determinative function</p> <p>c) Trend Projection method</p> <p>d) Telemarketing</p> <p>e) Chain of command and communication</p> |
|---|--|

**Q2) What is management? Explain basic functions of management. [15]**

**Q3) Explain fourteen principles of management. [15]**

**Q4) Explain the various techniques of controlling. [15]**

**Q5) What is outsourcing? State its merits & Demerits. [15]**

**Q6) Write short notes (any 3) : [15]**

- a) Management as a profession
- b) Classification of Business Activities
- c) Decision-Making & its types
- d) Total Quality Management
- e) Management of change



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