



SN – 394

I Semester B.B.M. Examination, November/December 2014

(New Syllabus) (2012-13 & Onwards) (Repeaters)

BUSINESS MANAGEMENT

Paper – 1.7 : Management Process

Time : 3 Hours

Max. Marks : 100

Instruction : Answers should be written only in English.

SECTION – A

Answer **any eight** sub questions from this Section. **Each** sub question carries **2** marks. **(8×2=16)**

1. a) Expand POSDCORB.
- b) What do you mean by Ethics ?
- c) Define Staffing.
- d) State two merits of oral communication.
- e) What is Planning Premises ?
- f) Distinguish between MBO and MBC.
- g) Mention any two types of organisation.
- h) What do you mean by decision making ?
- i) Define Management.
- j) What is PERT ?

SECTION – B

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

2. Briefly explain the functions of top level management.
3. What do you mean by communication ? Explain the types of communication.
4. Explain four merits and demerits of planning.
5. Distinguish between Management and Administration.

P.T.O.



SECTION - C

Answer question No.10 and **any three** of the remaining questions. **Each** question carries **fifteen** marks.

(4×15=60)

6. Explain Maslow's theory of motivation.
7. Discuss the various barriers to communication. What measures would you suggest to overcome them ?
8. Explain the various principles of organisation.
9. Briefly explain the steps in planning process.
10. Management is science, art and profession. Analyse.

SECTION - B

Answer **any three** questions from this Section. Each question carries eight marks.

(3×8=24)

2. Briefly explain the functions of top level management.
3. What do you mean by communication? Explain the types of communication.
4. Explain four merits and demerits of planning.
5. Distinguish between Management and Administration.