

The Assam Royal Global University, Guwahati

Royal School of Business

BBA 1st Semester

Semester End Examination, December 2018

Course Title: Principles of Management

Course Code: BSA032C101

Time: 3 Hours

Maximum Marks: 70

Note: Attempt all questions as per instructions given.

The figures in the right-hand margin indicate marks.

Section – A

- Q.1. Attempt all questions. 2 x8=16
- a. How is management a social process? 2
 - b. Briefly explain the conceptual skills. 2
 - c. What is bottom-up approach in MBO? 2
 - d. What is defensive strategy? 2
 - e. What is a multiple command system? 2
 - f. Write two differences between delegation and decentralisation. 2
 - g. What is a Y network? 2
 - h. What is theory Z and give an appropriate example? 2

Section – B

- Q.2. Attempt any one set of the following: 7x2=14
- a. Explain Henry Fayol's fourteen principles of management. 7
 - b. How does the macro environment influence a business organisation? 7
- Or
- c. Explain McKinsey's 7-S approach of Management analysis. 7
 - d. "Management is the art of getting things done through and with people."
Comment and explain. 7
- Q.3. Attempt any one set of the following: 7x2=14
- a. Differentiate between Strategic, Tactical and Organisational Plans. 7
 - b. Explain the process of Strategic Planning. 7
- Or
- c. Explain the process of Decision-making. 7
 - d. Differentiate between Individual and Group Decision-making. 7

- Q.4. Attempt **any one** set of the following: 7x2=14
- a. "Decentralisation is nothing but the extension of delegation." Discuss. 7
 - b. Write down the differences and parity between authority and responsibility. 7
- Or
- c. What are the barriers to delegation related to superiors and subordinates? 7
 - d. Explain the process of staffing. 7

- Q.5. Attempt **any one** set of the following: 6x2=12
- a. Differentiate between Transactional and Transformational leadership. 6
 - b. Explain Vroom's Expectancy theory of Motivation. 6
- Or
- c. Explain in details Douglas McGregor's Theory X and Theory Y. 6
 - d. Explain in details the types of Control. 6