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The Assam Royal Global University, Guwahati

Royal School of Business

BBA 1st Semester (2019/2020 batch)

Semester End Examination, January 2023

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

1. Attempt **all** questions. (Maximum word limit 50) **2 x 8**
- What are the different roles a manager plays?
 - What is the difference between Scientific Management and Management Science?
 - Explain is the difference between Mission and Vision?
 - Explain the term “Satisficing” in the context of Decision making?
 - Distinguish between formal and informal organisation?
 - Explain the relationship between Authority and Responsibility?
 - Explain how planning and control are related?
 - What do you mean by Budgeting?

Section – B

2. Attempt **any two** of the following: **6 x 2**
- Describe the challenges of Management in a global Scenario.
 - Explain the Theory put forward by Henry Fayol with emphasis on his principles.
 - Describe in detail about the Hawthorne experiments and their findings?
3. Attempt **any two** of the following: **7 x 2**
- i) What do you mean by Planning Premises? Explain.
ii) Describe two ways by which plans can be classified
 - Explain SWOT analysis ? What do you mean by SO strategy?
 - Discuss Rational Decision making process with the help of an example.
4. Attempt **any two** of the following: **7 x 2**
- What are the key elements in an Organisational Design? Explain
 - What do you mean by Span of Control? Explain the merits and demerits of wide span of control?
 - Distinguish between line and staff authority.
5. Attempt **any two** of the following: **7 x 2**
- What is motivation and why is it necessary? Explain the Reinforcement theory of Motivation
 - What do you mean by Organisational Culture? Explain its dimensions
 - Explain ZBB.