



BRAINWARE UNIVERSITY
Course – BBA
Principles of Management (BBAC 101)
(Semester – 1)

Time allotted: 3 Hours

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Questions)

Choose the correct answer from the given alternatives of the following: 10x1=10

1. When we classify managers according to their level in the organization they are described as.....
 - a. Functional, staff & line managers
 - b. Top managers, middle managers & supervisors
 - c. High level and lower level managers
 - d. General managers & administrative manager

2. Taylor & Gilbreth were advocates of an approach to management involving the use of scientific method known as:
 - a. The quantitative approach
 - b. The management science
 - c. Scientific Management
 - d. The contingency approach

3. Authority, Discipline, Unity of Command and unity of direction are part of
 - a. Taylor's Principles of Management
 - b. Principles of the Human Relations Movement
 - c. Elements of Weber's ideal bureaucratic
 - d. Fayol's Principles of Management

4. _____ need involves the desire to affiliate with and be accepted by others
 - a. Esteem
 - b. Belonginess
 - c. Safety
 - d. Self Actualization

5. _____ is the form of departmentalization that groups similar jobs and activities into departments
 - a. A Product Structure
 - b. A Divisional Structure
 - c. A Matrix Structure
 - d. A Functional Structure

6. Which of the following functions or activities requires recruiting and placing qualified personnel needed for the organization so that it may achieve its objectives and goals
 - a. Planning
 - b. Staffing
 - c. Organizing
 - d. Controlling

7. A _____ organizational structure is the simplest form and has clear lines of authority and ease of decision making.
 - a. Horizontal
 - b. Line
 - c. Vertical
 - d. Staff

8. The management of people/ labour should be handled by what department in an organization
 - a. Administration
 - b. Human Resources
 - c. Information Systems
 - d. Accounting

9. What is the term used to define the number of subordinates directly controlled by a manager?
 - a. Division Management
 - b. Departmentation
 - c. Investment Plan
 - d. Span of Management

10. Which management theorist is responsible for the motivation hygiene theory?
 a. Abraham Maslow b. Dale Hawthorne c. Peter Drucker d. Frederick Herzberg

Group – B
(Short Answer Type Question)
Answer any three questions

3 x 5 = 15

1. Discuss McGregor's Theory X and Theory Y.
2. Define the term delegation of authority and state its characteristics.
3. Discuss the functions of middle level management.
4. Discuss the elements of Decision School of Theory.
5. Name the five needs of Maslow's Need Hierarchy.

Group – C
(Long Answer Type Question)
Answer any three questions

3 x 15 = 45

1. Discuss the concept of managerial grid. Can you see why the managerial grid has been so popular as a training device? 10 + 5
2. Explain the Graicunous Theory of Span of Management with suitable example. 15
3. Define the term 'Delegation of Authority' and state its characteristics. Briefly describe benefits of delegation. 8 + 7
4. Describe the steps in planning process. 15
5. 'Management is goal oriented'. Explain. Describe the basic objectives of business management.

8 + 7