



**BRAINWARE UNIVERSITY**

**Term End Examination 2018 - 19**

**Programme – Bachelor of Business Administration**

**Course Name – Principles of Management**

**Course Code – BBA101**

(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 Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*

- (i) 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 |
- (ii) One of the structural elements of an organization structure are
- |                        |             |
|------------------------|-------------|
| a. Work specialization | b. Customer |
| c. Geographical        | d. Process  |
- (iii) Under mechanism of scientific management, scientific task setting includes
- |                 |                 |
|-----------------|-----------------|
| a. Time study   | b. Motion study |
| c. Method study | d. All of these |
- (iv) Which theory assumes that people are naturally lazy and will avoid work and responsibilities if possible?
- |             |                  |
|-------------|------------------|
| a. Theory X | b. Theory Y      |
| c. Theory Z | d. None of these |

- (v) Who is not included in middle level management?
- a. Marketing Manager
  - b. Finance Manager
  - c. Production Manager
  - d. Functional Supervisor
- (vi) Scientific Management School was developed by
- a. Henry Fayol
  - b. Peter Drucker
  - c. F. W. Taylor
  - d. Elton Mayo
- (vii) \_\_\_\_\_ is an individual's capacity to influence decisions
- a. Span of Control
  - b. Line Authority
  - c. Staff Authority
  - d. Power
- (viii) 1<sup>st</sup> stage of group development is \_\_\_\_\_.
- a. Storming
  - b. Norming
  - c. Forming
  - d. Performing
- (ix) The vertical flow of communication from lower level to one or more higher levels is \_\_\_\_\_.
- a. Upward communication
  - b. Downward communication
  - c. Formal Communication
  - d. Horizontal communication
- (x) The Behavioral approach to management focused on
- a. The worker
  - b. The manager
  - c. The owner
  - d. None of these

### Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Briefly describe the concept of matrix organization. 5
- 3. Describe the concept of MBO. 5
- 4. Differentiate between authority and responsibility. 5
- 5. Mention the characteristics of delegation. 5
- 6. Mention difference types of organization structure. 5

**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- |     |   |    |
|-----|---|----|
| 7.  | Management is both science and art, do you agree? Explain.                            | 15 |
| 8.  | Describe the theory of X and Y and its importance in present day organization.        | 15 |
| 9.  | Discuss the concept of Graicunous Theory of Span of Management with suitable example. | 15 |
| 10. | (a) Define Scientific Management  | 5  |
|     | (b) List the principles of scientific management                                      | 10 |
| 11. | Briefly discuss the managerial grid theory.   | 15 |

-----