



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.