

BBA  
Isem

**MIMS** DEGREE & PG COLLEGE  
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**MIMS DC**  
2023

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

B.B.A. (I Semester) Examination

PRINCIPLES OF MANAGEMENT

Paper I

(New)

Time : 3 Hours]

[Max. Marks : 80

Section A – (Marks: 5 × 4 = 20)

1. Answer any five questions:

- (a) Evolution of management
- (b) Management as art
- (c) Procedures
- (d) Line organisation
- (e) Authority
- (f) Cooperation
- (g) Job Analysis
- (h) Organisational Development.

Section B – (Marks: 5 × 12 = 60)

Answer all questions.

2. (a) Enumerate the importance of functions of management.  
Or  
(b) Discuss the management theories in detail.
3. (a) Explain the limitations of planning.  
Or  
(b) What is decision-making? Discuss various types of decisions.
4. (a) Enumerate the importance and principles of organising in globalisation era.  
Or  
(b) Distinguish between centralisation and decentralisation.
5. (a) What is Coordination? Discuss the requisites for effective coordination.  
Or  
(b) What is direction? Explain its salient features.
6. (a) What is Corporate Social Responsibility? Discuss the importance of it.  
Or  
(b) Explain the significance of leadership in management.

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