

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: DECEMBER - 2024

SEMESTER - I

Sub.: Principles of Management (BBA23-111)

Date : 18/12/2024

Total Marks : 60

Time: 10.00 am to 12.30 pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. What is the primary purpose of planning in management?
 - a) To create new job opportunities
 - b) To determine the future course of action
 - c) To manage day-to-day activities
 - d) To recruit new employees
2. What is the primary purpose of decision making in management?
 - a) To delegate tasks
 - b) To implement policies
 - c) To select the best course of action from available alternatives
 - d) To evaluate the performance of employees
3. Which of the following is the first step in the planning process?
 - a) Identifying resources
 - b) Setting objectives
 - c) Developing action plans
 - d) Monitoring progress
4. Strategic decisions are generally made by:
 - a) Lower-level managers
 - b) Middle-level managers
 - c) Top-level managers
 - d) External stakeholders
5. Which of the following is true about the nature of planning?
 - a) It is a one-time process
 - b) It is a rigid and static function
 - c) It is future-oriented and dynamic
 - d) It is not dependent on organizational goals

Q. 2. State True / False (05)

1. Planning is a one-time process and does not need to be revisited once it is completed.
 - a) True
 - b) False
2. Managers are responsible for setting objectives, making decisions, and overseeing daily operations in an organization.
 - a) True
 - b) False
3. Organizing involves grouping tasks, assigning responsibilities, and coordinating resources to achieve organizational goals.
 - a) True
 - b) False
4. Directing is the most important function in management as it directly impacts employee motivation and performance.
 - a) True
 - b) False
5. Management is purely a science because it is based on facts, principles, and data.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Role of staffing in the management process
2. Key components of the controlling function in management

3. Steps involved in the planning process
4. Characteristics of Decision Making
5. Role of foresight and flexibility in the planning process

Q. 4. Answer in detail (Any Two) (20)

1. What is the meaning of management, and how is it different from other organizational functions?
2. What are the key milestones in the evolution of management theories, and how have they shaped modern management practices?
3. What are the main components of the planning function in management, and why is it considered the most critical function?

Q. 5. Case study (15)

Rajiv Beri is the president of a small company that produces electronic circuits. He decided to keep a diary of his activities for one day, which was summarized as

7.30-8.15	Weekly staff meeting with five supervisors
8.15 – 8.45	Made arrangements to display the company's products at a trade show in October
8.45 – 9.30	Interviewed an applicant for the position of purchasing agent
9.45 – 10.00	Discussed maternity leave with a secretary
10.00 – 11.00	Met with three stock holders to explore how Rs. 10 lakhs in new funds could be obtained
11.00 – 12.00	Met with a potential customer to demonstrate equipment and processes
12.00 – 1.15	Took the customer to lunch
1.15 – 2.15	Worked with the production supervisor to determine why recent units were not meeting quality control standards
2.15 – 2.45	Telephone conversation with a customer who complaints about of their sales people
2.45 – 3.15	Discussion with sales person regarding the complaint
3.15 – 4.30	Visited a local bank to determine prospects for borrowing Rs 10 lakhs
4.30 – 6.30	Worked in the laboratory to try out some news optics to be used in the production equipment

Questions:

1. Of the activities listed, which ones are technical and managerial?
2. In relation to each managerial activity, list the management function involved.
3. Based on this diary, do you consider Rajiv Beri to be an effective manager ?
