

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)/**  
**B.Sc IN BUSINESS ADMINISTRATION(B.Sc.BA) (755)**  
**EXAMINATION: MAY - 2025**  
**SEMESTER - I**

**Sub.: Principles of Management (BBA22-111, BBA 23-111, BBA 24-111, BSBA24-111)**

**Date : 27/05/2025**

**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. Planning is concerned with \_\_\_\_\_  
 a) Deciding in advance what to do and how to do it      b) Assigning tasks to employees  
 c) Supervising workers      d) Evaluating past performance
2. Which level of management is responsible for strategic decision-making?  
 a) Middle-level management      b) Top-level management  
 c) Lower-level management      d) Supervisors
3. Who is responsible for implementing the plans set by top-level management?  
 a) Middle-level management      b) Shareholders  
 c) Customers      d) Board of Directors
4. Which of the following is NOT a characteristic of planning?  
 a) It is goal-oriented      b) It is a one-time process  
 c) It involves decision-making      d) It reduces uncertainty
5. Which of the following is NOT a managerial skill?  
 a) Technical skills      b) Conceptual skills  
 c) Interpersonal skills      d) Sleeping skills

**Q. 2. State True / False (05)**

1. Management is a continuous process that involves planning, organizing, leading, and controlling.  
 a) True      b) False
2. Henry Fayol developed the concept of "Scientific Management".  
 a) True      b) False
3. A manager needs only technical skills to be effective in their role.  
 a) True      b) False
4. All decisions in an organization are made by top-level management.  
 a) True      b) False
5. Planning is the first function of management.  
 a) True      b) False

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

1. Characteristics of planning
2. Neoclassical theory of Management
3. Importance of directing as a function of management
4. Steps in the decision-making process
5. Importance of flexibility in planning

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

1. Discuss the essential skills required by a manager. Which skill do you think is the most crucial and why?
2. Define Planning. Discuss its advantages and disadvantages in business.
3. What are the key characteristics of decision-making? Provide examples.

**Q. 5. Case study (15)**

Ashutosh is responsible for strategic planning, policy-making, and driving the overall growth of the company. His work involves leading key business decisions, managing high-level operations, and overseeing different departments to align them with the company's vision. He plays a crucial role in resource allocation, stakeholder communication, and ensuring long-term business success.

Sunil is responsible for implementing strategies set by top management and overseeing departmental operations. His work involves managing teams, coordinating between top management and employees, and ensuring that organizational goals are executed efficiently. He plays a key role in decision-making at the department level, employee supervision, and improving productivity within his team.

Saurabh is responsible for supervising employees, ensuring daily task completion, and maintaining workflow efficiency. His work involves assigning tasks, monitoring performance, and reporting issues or progress to middle management. He plays a crucial role in employee motivation, maintaining discipline, and ensuring smooth execution of operational activities.

**Questions:**

1. Identify the level of management where Ashutosh is working at? And explain why?
  2. Identify the level of management where Sunil is working at? And explain why?
  3. Identify the level of management where Saurabh is working at? And explain why?
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