

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)/
B.Sc IN BUSINESS ADMINISTRATION(B.Sc.BA) (755)
EXAMINATION: MAY- 2026
SEMESTER - I
Sub.: Principles of Management (BBA 24-111, BSBA24-111)

Date : 22/05/2026**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. Management is defined as
 - a) Planning only
 - b) Getting work done through others
 - c) Selling goods
 - d) Hiring employees
2. Management focuses on
 - a) Planning only
 - b) Finance
 - c) Execution of policies
 - d) Marketing
3. Management is
 - a) Continuous process
 - b) One-time activity
 - c) Occasional activity
 - d) Seasonal activity
4. Staffing includes
 - a) Planning
 - b) Controlling
 - c) Directing
 - d) Recruitment
5. Middle-level managers act as
 - a) Policy makers
 - b) Workers
 - c) Link between top and lower level
 - d) None

Q. 2. State True / False (05)

1. The advantage of planning is it reduces uncertainty.
 - a) True
 - b) False
2. Decision making means ignoring problems
 - a) True
 - b) False
3. A policy is a guideline for decision making.
 - a) True
 - b) False
4. Scientific management was given by F.W. Taylor
 - a) True
 - b) False
5. Technical skills are most needed at top level of management.
 - a) True
 - b) False

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

1. Justify management as an art.
2. Features of Management
3. Levels of management
4. Steps in planning
5. Neoclassical Theory

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

1. Explain the different functions of management in short. Elaborate on the role of manager.
2. Define planning. Give the importance and characteristics of planning in detail.
3. What is meant by group decision making? Explain the role in management in decision making.
4. Differentiate in detail between management and administration.

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

Rajiv Lal 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 :

Time	Tasks
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 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. Out of the above tasks, which ones are technical and which ones are management related?
 2. In relation to each managerial activity, list the management function involved.
 3. Based on this diary, do you consider Rajiv Lal to be an effective manager? Justify your answer.
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