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SN – 549

**I Semester B.B.M. Examination, November/December 2017  
(2012-13 and Onwards) (Repeaters)  
BUSINESS MANAGEMENT  
Paper – 1.7 : Management Process**

Time : 3 Hours

Max. Marks : 100

***Instruction : Answer should be written in English only.***

**SECTION – A**

Answer **any 8** of the following. **Each** question carries **2** marks.

**(8x2=16)**

1. a) What do you mean by management ?
- b) Expand CPM.
- c) Give the meaning of “Espirit de Corps”.
- d) What is Co-ordination ?
- e) Define the term “organizing”.
- f) Differentiate between policy and procedure.
- g) What is staffing ?
- h) State the types of test in selection procedure.
- i) What is Grapevine Communication ?
- j) Give the meaning of the term motivation.



**SECTION – B**

Answer **any 3** of the following. **Each** question carries **8** marks.

**(3x8=24)**

2. Briefly explain the steps in controlling.
3. State the responsibilities of a business towards society.
4. Briefly explain the steps in planning.
5. Explain the important types of Leadership Style.

**P.T.O.**



## SECTION - C

Answer Question No. **10** and **any 3** of the remaining questions **each** question carries **15** marks. **(4×15=60)**

6. Explain the motivational theory of Maslow and its relevance in the present day.
  7. What is Organization ? Explain the principles of organization.
  8. Define Communication. Explain the importance of communication.
  9. What is span of control ? Explain the factors that determine span of control.
  10. Define Management. Explain the principles of management as given by Henry Fayol.
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