Rep

DCBB-101

I Semester B.B.A. Degree Examination, December/January - 2025/26

(NEP 2020 Scheme Repeaters)

BUSINESS ADMINISTRATION

Management Principles and Practices

Paper - 1.1

NEW HORIZON COLLEGE
LIBRARY
KASTURINAGAR
BANGALORE-43

Time : 2½ Hours Maximum Marks : 60

***Instructions*:**

Answers should be written in English only.

SECTION - A

I. Answer any Five of the following questions. (5×2=10)

1. a) Define Departmentation.
   b) What is planning?
   c) What do you mean by communication?
   d) Define Organization.
   e) What is MBO?
   f) What is Staffing?
   g) What is Controlling?

SECTION - B

II. Answer any Three of the following questions. (3×4=12)

2. Explain the functions of management in brief.
3. Brief out importance of planning in management.
4. Explain the essentials of effective control system.
5. What is Direction? Explain its nature.
6. State the principles of organising.

SECTION - C

III. Answer any Three of the following questions. (3×10=30)

7. Briefly explain the different types of Communication.
8. Briefly explain the various techniques of control.
9. What is the planning process, and why is it important? Explain.
10. What are the different forms of organization? Explain.
11. Explain in detail the Henry Fayol principles of management.

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SECTION - D

IV. Answer any one of the following question. **(1×8=8)**

12. a) Apex systems is a national provider of IT support and consulting services, operating across 8 regional branches. Historically all major decisions including pricing for local contracts, hiring of non-technical staff, and approval of vendor purchases over Rs. 50,000 must be routed through the central head office in the capital city as it ensures control and uniformity. However, regional branch managers reported a critical slowdown in operations, particularly when competing for new business.
As a manager, to solve this issue, what would you recommend to company's CEO to speed up the operations.

(OR)

b) What is decision-making? Explain the importance of decision making.