216081 **SDCBB101**

I Semester B.B.A. Degree Examination, December/January-2025/26
(SEP Scheme 2024-25 Onwards Freshers+Repeaters)
BUSINESS ADMINISTRATION
Principles and Practices of Management
Paper - 1.3

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BANGALORE

Time : 3 Hours **Maximum Marks : 80**

Instructions :

Answers to be written by the student only in English.

SECTION - A

Answer any Five sub-questions. Each sub-question carries Two marks. (5×2=10)

1. a) Give the meaning of authority.

   b) Mention two functional areas of management.

   c) What do you mean by planning?

   d) Define organizing.

   e) Mention any two steps in the staffing process.

   f) What do you mean by downward communication?

   g) What is controlling?

SECTION - B

Answer any Three questions. Each question carries Six marks. **(3×6=18)**

2. Explain the significance of management.

3. Describe the different types of plans used in management.

4. Describe the importance of staffing.

5. What are the barriers to effective communication?

6. Explain the steps involved in the process of controlling.

SECTION - C

Answer any Three questions. Each question carries Fourteen marks. **(3×14=42)**

7. Explain Henry Fayal's 14 Principles of Management.

8. What is decision making? Explain the steps involved in it.

9. Explain the process of staffing.

10. Explain the nature, and principles of direction in detail.

11. Define coordination. Explain the importance, and principles of coordination in management.

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SECTION - D

Answer any One question which carries Ten marks. **(1×10=10)**

12. a. Shobha Textiles Ltd. is a well-established textile manufacturer. Last year the CEO, Mrs. Shobha noticed a significant decline in the sales of traditional cotton fabric due to changing consumer tastes toward synthetic and blended materials. Mrs. Shobha immediately formed a task force to analyze the situation, which concluded that the company must shift its focus to producing sustainable, high-quality blended fabrics within two years to remain competitive. The company then allocated a special Rs. 50 Crore budget, hired expert consultants, and set a specific target to launch the new 'EcoBlend' line by the end of the next financial quarter. This shift required modifying the existing production machinery and retraining the entire workforce.

Questions:

i. Identify the function of management Mrs. Shobha is primarily engaging in, and classify the statement regarding the launch of the 'EcoBlend' line (e.g., 'launch the new line by the end of the next financial quarter') based on the hierarchy of plans.

ii. Identify the specific type of plan (single-use or standing plan) that the Rs. 50 Crore resource allocation falls under, and state two limitations of planning as a management function.

(OR)

b. Polaris Software Lab is planning a new facility in Mumbai with a capacity for 800 professionals. The company currently has 1,200 professionals across its three centers in Mumbai, and the new facility is expected to come up in the next six months. Polaris chairman and CEO said that the company was well on the track to meet its earlier announcement to increase the headcount by 1,500-2,000 professionals in the current year to reach the 9,000 mark by March 2025. We will look at acquisition of small consulting companies that are focused on Banking, Financial Services and Insurance (BFSI) space. This will strengthen customer service and account management capabilities.

Questions:

i. State the importance of planning function to management?

ii. Explain the steps involved in planning process?
