



DOON UNIVERSITY, DEHRADUN

End Semester Examination December 2023 Semester I

Academic Year 2023-24

School of Management

Programme Name: BBA

Course Code with Title: DSC-1 Principles of Management

Time Allowed: 3 Hours

Maximum Marks: 50

Attempt All Questions

Q.1 Very Short Answer Type Questions

(2 x 5= 10 Marks)

- i) Define Management
- ii) Explain the Maslow's Need Hierarchy Theory
- iii) Explain the concept of bounded rationality
- iv) What is SWOT Analysis?
- v) Define Span of Control

Q.2 Attempt any two

(10 x 2= 20 Marks)

- i) Explain the difference between centralization and decentralization. What would you recommend under the following conditions:
 - a) Organization is new.
 - b) The culture of the organization lacks trust.
 - c) The job of the subordinates requires creativity.
- ii) How critical is planning to the success of any organization? Explain the planning process with the help of suitable examples. Is management an "Art" or a "Science"? Give reasons in support of your answer.
- iii) Controlling is an important function of management and should be properly planned. What are the essentials of an effective control system?

Q.3. Attempt any two

(10 x 2= 20 Marks)

- i) 'Leadership is critical to the success of an organization', Explain the statement in the light of the different leadership styles a leader can adopt. Which style would you suggest during the times of crises.
- ii) Explain the Principles of Henri Fayol with suitable examples.
- iii) Effective delegation of authority is an art and will see a lot of opposition. Explain the statement in the light of suitable examples. Also explain the steps a manager should take to ensure effective delegation.