

[4 & A-5 - Eng.]

SARDAR PATEL UNIVERSITY

B.COM (1st Semester) ExaminationFriday, 17th November 2017

10:00 A.M.-12:00 P.M

UB01CCOM01- Principles of Management.

Total Marks: 60

Q-1. What is Management ? Explain Managerial roles and Importance of Management. (15)

Or

Q-1. Define 'Planning', Explain Components of plans and Process of Decision Making (15)

Q-2. What Does 'Organizing' mean ? Explain Principles of Organizing and write note on Functional Organisation. (15)

Or

Q-2. What is 'Delegation of Authority' ? Explain Elements of Delegation of Authority and Distinguish Between Centralisation and Decentralisation of Authority. (15)

Q-3. What is 'Directing' ? Explain importance of Directing and Maslow's Theory of motivation. (15)

Or

Q-3. Define "Leadership", Explain Different types of Leadership. (15)

Q-4. What is "Communication" ? Explain barriers to effective communication and corrective measures. (15)

Or

Q-4. What is "Controlling" ? Explain its process and importance. (15)