

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics Margao Goa
FYBBA (FS), Semester I, Semester End Assessment,
ESSENTIALS OF MANAGEMENT-I

Repeat April 2018

Duration: 3 Hours

Max. Marks: 60

Instructions:

1. *Figures to the right indicate maximum marks.*
2. *Start each new question on a fresh page.*

Q.1. Answer ANY FIVE questions from the following. (5 X 4=20)

- a. Explain Brainstorming as a technique of group decision making.
- b. Discuss any four limitations of planning.
- c. Explain the factors influencing business ethics.
- d. Write a short note on Decision tree as a tool of decision making.
- e. Write a short note on wide span of control.
- f. Differentiate between Planning and Forecasting.

Q.2. a) What do you mean by Business Ethics? Discuss the need for business ethics. (06)

Q.2. b) Differentiate between Management and Administration. (04)

OR

Q.2. x) What do you mean by management principles? Discuss its features. (10)

Q.3. a) State and explain the Scientific principles advocated by Frederick Winslow Taylor. (06)

Q.3. b) Discuss the importance of forecasting. (04)

OR

Q.3. x) Discuss the arguments for and against social responsibility. (10)

Q.4. a) Differentiate between Centralization and Decentralization. (06)

Q.4. b) Discuss the need for departmentation. (04)

OR

Q.4. x) State and explain the role of controlling as a management function. (10)

Q.5. a) State and explain the importance of organizing. (06)

Q.5. b) Discuss any four principles of delegation. (04)

OR

Q.5. x) Explain the process of rational decision making. (10)