

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics Margao Goa
F.Y.BBA (FS), Sem. I, Semester-End Assessment, October 2017
ESSENTIALS OF MANAGEMENT - I

Duration: 3 hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- *All questions are compulsory.*
- *Each question start on a fresh page.*
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Q. I. Write short note on any four of the following:

(4x3=12mks)

- a. Management as science
- b. Management as a group of people
- c. Need for forecasting
- d. Centralisation of authority
- e. Code of ethics

Q. II. a. Neatly draw and explain the various levels of management.

(12 mks)

OR

x. Give any six points of difference between administration and management. (06 mks)

y. Discuss the characteristics of good manager. (06 mks)

Q. III. a. State and explain Fayol's principles of management.

(12 mks)

OR

x. What do you mean by management principles? Explain the features of management principles. (06 mks)

y. Discuss the importance of controlling. (06 mks)

Q. IV. a. Define planning. State and explain the essentials of a good business plan. (12 mks)

OR

x. Discuss any six types of decisions. (06 mks)

y. Explain the advantages of decentralisation of authority. (06 mks)

Q. V. a. Discuss in brief arguments for and against corporate social responsibility. (12 mks)

OR

x. Explain the features of business ethics. (06 mks)

y. Define business ethics. Enumerate the principles of business ethics. (06 mks)

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