

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics Margao Goa
F.Y.BBA(FS), Sem. I, Semester-End Assessment (Repeat), October 2018
Essentials of Management - I

Duration: 3 hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- *All questions are compulsory, however internal choice is available.*
- *Each question start on a fresh page.*

Q. 1. Answer any FOUR of the following:

(4x3=12mks)

- a) Explain any three types of managers.
- b) Write a note on management as a discipline.
- c) Give any three points of difference between forecasting and planning.
- d) State and explain any three features of business ethics.
- e) Enumerate the challenges faced by management.
- f) Write a note on organising.

Q. 2. a) Define Management. Discuss the characteristics of management.

(12 marks)

OR

x) State and explain any six Fayol's principles of management.

(06 marks)

y) Give any six points of difference between Administration and Management. **(06 marks)**

Q. 3. a) Discuss in brief the quantitative methods of forecasting.

(12 marks)

OR

x) What do you mean by Management Principles? Explain the features of management principles.

(06 marks)

y) Give any six points of difference between centralisation and decentralisation. **(06 marks)**

Q. 4. a) Neatly draw and explain the process of rational decision making.

(12 marks)

OR

x) Discuss any six types of decisions.

(06 marks)

y) Define Departmentation. Explain the need for departmentation.

(06 marks)

Q. 5. a) What do you mean by Social Responsibility of Business? Discuss arguments for Social Responsibility of Business.

(12 marks)

OR

x) Enumerate the principles of business ethics.

(06 marks)

y) State and explain the factors influencing business ethics.

(06 marks)
