

Dr. Babasaheb Ambedkar Open University, Ahmedabad
Term-End Examination July - 2026

Course Name : BBA/DBA
Subject Name : Principles of Management
Subject Code : BBACC101/ DBACC101

Date : 17-07-2026
Time : 11:30am to 01:45pm
Max Marks : 70

Q.-1. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Explain the meaning, definition and nature of Directing.
- (2) Explain the benefits and criticism of Corporate Social Responsibility (CSR).

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Describe the traditional techniques of Controlling.
- (2) Discuss the process of Selection.

Q.-3. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) What are the barriers to communication?
- (2) Write the Management Concepts in brief.

Q.-4. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) What is planning? Explain its Features, and Importance.
- (2) Discuss different styles of leadership.

Q.-5. Write short notes on any three of the following topics. (09)

- (1) Process of Decision-Making.
- (2) Characteristics of motivation.
- (3) Types of Co-ordination.
- (4) Early Management Approach.
- (5) Limitations of informal organization.

Q.-6. Select the correct response for each of the following questions (05)

(1) Which type of decision-making is characterized by quick action in response to immediate issues?

- | | |
|-------------|-------------------|
| A) Rational | B) Evidence based |
| C) Decisive | D) Participative |

(2) If You need to apply for leave at work so, Which method will you use to communicate?

- | | |
|---------------|-----------|
| A) E-mail | B) Poster |
| C) Newsletter | D) Blog |

(3) Which decision-making approach focuses on long-term planning and aligning choices with broader organizational goals?

- A) Tactical decision-making
- B) Participative decision-making
- C) Strategic decision-making
- D) Intuitive decision-making

(4) Which of the following is not one of Fayol's six primary functions of management?

- A) Forecasting
- B) Planning
- C) Motivating
- D) Controlling

(5) In which decision-making approach are multiple stakeholders involved to reach a consensus?

- A) Intuitive decision making
- B) Decisive decision making
- C) Collaborative decision making
- D) Strategic decision making
