

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

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Programme: BBA General	Year & Semester: 1 st Year & 1 st Semester
Course Name: Fundamentals of Management	Course Code: BBG-101-V
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Unit I

Short answer questions

Q.N.	Question	KL
1	Define Management.	1
2	State the difference between Management and Administration.	2
3	List the 14 Principles of Management given by Henri Fayol.	1
4	Define the term 'Rule of Thumb' in Scientific Management.	1
5	Identify the three levels of Management.	2

Long answer questions

Q.N.	Question	KL
1	"Management is both an Art and a Science." Discuss this statement with relevant examples.	4
2	Explain F.W. Taylor's Scientific Management and its relevance in modern-day industries.	2
3	Evaluate Henri Fayol's Principles of Management. How do they differ from Taylor's Scientific Management?	5
4	Describe the evolution of management thought from Classical to Modern approaches.	2
5	Analyze the role of a Manager in terms of Mintzberg's Managerial Roles.	4

Unit II

Short answer questions

Q.N.	Question	KL
1	Explain SWOT Analysis.	2
2	Define 'Span of Control'.	1
3	Differentiate between Formal and Informal Organization.	4
4	Define Decentralization.	1
5	Explain 'Unity of Command'.	4

Long answer questions

Q.N.	Question	KL
1	Explain the steps involved in the Planning Process. Why is planning considered the "Primary Function" of management?	2
2	Compare and contrast Centralization and Decentralization. Under what conditions is decentralization more effective?	4

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3	Discuss the various types of Organizational Structures (Functional, Divisional, and Matrix). Provide merits and demerits for each.	2
4	Explain the process of Delegation of Authority. What are the common barriers to effective delegation?	2
5	Illustrate the Decision-Making Process. Explain how a manager can use rational models to make better business choices.	3

Unit III

Short answer questions

Q.N.	Question	KL
1	Define Motivation.	1
2	Distinguish between Internal and External Recruitment.	4
3	Explain two factors in Herzberg's Two-Factor Theory.	2
4	Define Leadership.	1
5	Explain 'Laissez-faire' leadership style.	2

Long answer questions

Q.N.	Question	KL
1	Analyze Maslow's Hierarchy of Needs Theory. How can managers use this theory to motivate employees?	4
2	Critically examine the different Leadership Styles (Autocratic, Democratic, Free-rein). In your opinion, which is best for a startup?	5
3	Describe the Recruitment and Selection process in a large organization. Why is 'Selection' often called a negative process?	2
4	Explain the importance of Communication in Management. Discuss the common barriers to effective communication.	2
5	Compare Theory X and Theory Y of Motivation. How do these assumptions affect a manager's behavior?	4

Unit IV

Short answer questions

Q.N.	Question	KL
1	Explain Corporate Social Responsibility (CSR).	2
2	Define 'Management by Exception'.	1
3	Describe the purpose of a Balance Sheet in Control.	3
4	Define 'TQM' (Total Quality Management).	1
5	Mention any two emerging trends in modern management.	1

Long answer questions

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Q.N.	Question	KL
1	Explain the Control Process. Discuss how 'Planning' and 'Controlling' are interrelated.	2
2	Discuss the various Techniques of Controlling (Budgetary control, PERT/CPM, Break-even analysis).	2
3	Evaluate the importance of Ethics and Social Responsibility in modern business organizations.	5
4	Analyze the impact of Globalization on Management practices. How do MNCs adapt their strategies for different cultures?	4
5	Design a Control System for a manufacturing company that is facing a decline in product quality.	6