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BSM-001

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA(SM)]**

Term-End Examination

December, 2023

BSM-001 : FUNDAMENTALS OF MANAGEMENT

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. (a) State whether the following statements are

True or False : 5×1=5

(i) Management does not play a crucial role in the success of any business enterprise. (True/False)

(ii) Objectives of an organisation are viewed as end-expected results. (True/False)

(iii) Organising is establishing an international structure of roles of people to fill in an organisation. (True/False)

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(iv) Correcting deviation should not include review of plan or standards.

(True/False)

(v) Middle level management operates at the upper level. (True/False)

(b) Fill in the blanks : $5 \times 1 = 5$

(i) Management is a activity.

(ii) Contingency school of management is a school.

(iii) Controlling is a function.

(iv) Operational planning is also known as planning.

(v) Mission is also called as

2. Answer any **five** of the following questions in about **100** words each : $2 \times 5 = 10$

(a) What do you understand by an enterprise profile of an organisation ?

(b) What are the limitations of forecasting ?

(c) How does strategic intent help an organisation to win in a competitive environment ?

(d) List the characteristics of controlling.

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- (e) Why is planning important ?
 - (f) List different decision-making techniques.
 - (g) Define Management by Objectives (MBO).
3. Answer any **four** of the following questions in about **250** words each : 5×4=20
- (a) Why is management considered as a profession ?
 - (b) Explain the social system school and social technical school.
 - (c) What are the functions of top level management ?
 - (d) What are the characteristics of Leadership ?
 - (e) Differentiate between strategies and policies.
 - (f) "Planning is a primary function of management." Comment.
4. Answer any **one** question in about **500** words. Each question carries 10 marks. 10×1=10
- (a) Describe the managerial roles as per Henry Mintzberg.
 - (b) What are the different types of organisational structure ? Explain any *two*.