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**BSM-001**

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) B. B. A. (SM)**

**Term-End Examination**

**December, 2020**

**BSM-001 : FUNDAMENTALS OF MANAGEMENT**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Attempt all questions.*

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1. Answer all questions. Each question carries 1 mark.
  - (a) Identify the author who has given the following definition of management, "Management is what a manager does."
    - (i) Koontz and O'Donnell
    - (ii) Louis Allen
    - (iii) John F. Mee
    - (iv) Koontz and Weihrich

- (b) Management as an Art, teaches us to  
..... .

Fill in the blanks from the options given below :

- (i) know
  - (ii) practise
  - (iii) apply
  - (iv) achieve
- (c) Fill in the blanks from the options given below :

Administration is primarily concerned with policy ..... white management is concerned with policy execution.

- (i) formulation
  - (ii) administration
  - (iii) management
  - (iv) goal
- (d) Who among the following is not an eminent management contributor ?
- (i) Henri Fayol
  - (ii) Chester Bernard
  - (iii) George R. Terry
  - (iv) Richard Bates

- (e) Classical school of management comprises which of the following two schools ?
- (i) Scientific and Administrative schools
  - (ii) Political and Social schools
  - (iii) Economic and Cultural schools
  - (iv) Empirical and Decision Theory schools
- (f) Which of the following statements is true ?
- (i) Taylor suggested a preferential wage system.
  - (ii) Taylor suggested a differential wage system.
  - (iii) Taylor suggested a productive wage system.
  - (iv) Taylor suggested an analytical wage system.
- (g) Which of the following is not a situational factor propagated by situational school ?
- (i) Environmental factors
  - (ii) Behavioural factors
  - (iii) Organisational factors
  - (iv) Individual factors

(h) Fill in the blanks :

Top level management includes board of directors, mentors, chairman and .....

- (i) CEO
  - (ii) Customer
  - (iii) CSR Beneficiary
  - (iv) P. R. O.
- (i) Which of the following is false informational roles propagated by Henry Mintzberg includes ?
- (i) Monitor
  - (ii) Disseminator
  - (iii) Spokesperson
  - (iv) Negotiator
- (j) Who gave the following definition of effectiveness ?
- “Effectiveness is the degree to which an organization realizes its goals.”
- (i) Amitai Etzioni
  - (ii) Arnold S. Tanebaum
  - (iii) Basil Geogopoulos
  - (iv) Philip Kotler

2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks.
- (a) Briefly classify the management functions into three different levels.
  - (b) Distinguish between effectiveness and efficiency.
  - (c) What are the main tools of directing ? Discuss.
  - (d) How is the line organizational structure different from functional organizational structure ?
  - (e) Define controlling. What are the steps involved in the process of controlling ?
  - (f) How is transportation problem used for business decision-making ? Discuss.
  - (g) Briefly explain the characteristics of decision-making.
  - (h) What are the types of planning premises ?
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks.
- (a) Discuss, how functions of middle level management are different from lower level management.

- (b) Explain, which is the most relevant managerial role defined by Mintzberg.
  - (c) Why is finance considered as the lifeblood of business ?
  - (d) What is the most acceptable classification of management according to modern views ?
  - (e) Explain the steps involved in process of planning.
  - (f) Briefly discuss the leadership styles based on use of authority.
4. Answer any *one* question in **500** words :      10
- (a) Explain the key characteristics of Management By Objectives (MBO).
  - (b) Describe the importance of forecasting in an organisation.