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BSM-001

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

December, 2022

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 : 1 each
- (i) Management is multi-disciplinary in nature. (True/False)
- (ii) F. W. Taylor is father of Scientific Management. (True/False)
- (iii) Forecasting and decision-making are not components of planning. (True/False)

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- (iv) Corporate planning is prepared by main departments of the organization.
(True/False)
- (v) Linear programming is used for an optimum allocation of resources in the organisation. (True/False)
- (b) Fill in the blanks : 1 each
- (i) Sometimes administration is used for _____ formulation and management for _____.
- (ii) _____ indicates that the whole is greater than the sum of its parts and subparts.
- (iii) _____ consists of determination of course of action in advance for a specific period.
- (iv) _____ is an act of influencing others towards accomplishment of goals in a given situation.
- (v) _____ is an area in which performance is essential for the success of the enterprise.

2. Answer any *five* of the following questions in about **100** words each : 2 each
- (a) Explain Management by Objectives.
 - (b) What are the characteristics of forecasting ?
 - (c) What is the role of controlling ?
 - (d) What is organizing ?
 - (e) Explain the term strategy.
 - (f) What are the functions of middle level management ?
 - (g) Explain quantitative techniques.
3. Answer any *four* of the following questions in about **250** words each : 5 each
- (a) Describe the characteristics of management.
 - (b) What are the principles of scientific management ?
 - (c) Discuss the functions of lower level management.
 - (d) Discuss the importance of leadership.

- (e) What are the steps involved in planning process ? Explain.
 - (f) Discuss qualitative techniques of decision-making.
4. Answer any **one** question in **500** words : 10
- (a) What is an organisational structure ? Discuss different types of organisational structure.
 - (b) Briefly discuss managerial roles identified by Mintzberg that a manager has to perform.