

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

**Term-End Examination**

**June, 2022**

**BSM-001 : FUNDAMENTALS OF MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. Answer all the questions. Each question carries  
1 mark. *10×1=10*
- (a) State whether the following statements are  
*True or False* :
- (i) Management is goal-oriented.
  - (ii) Motion study is not concerned with the study of movement of workers, parts, material and machines.
  - (iii) Corporate planning is prepared by the middle level management.
  - (iv) Supervision relates to observing and correcting employees' performance.

(v) Unity of command indicates that a person should be ordered and instructed by many superiors.

(b) Fill in the blanks :

(i) \_\_\_\_\_ relates to guiding and instructing employees at work.

(ii) \_\_\_\_\_ organisation is also known as departmental organisation, scalar organisation and vertical organisation.

(iii) A controlling mechanism puts \_\_\_\_\_ pressure on people working in an organisation to give better performance.

(iv) \_\_\_\_\_ refers to the determination of the mission and basic long-term objectives of an enterprise.

(v) Population growth rate and education are examples of \_\_\_\_\_ factors.

**2.** Answer any *five* of the following questions in about 100 words each. Each question carries 2 marks.

$5 \times 2 = 10$

(a) What do you understand by the term “Esprit de Corps” ?

- (b) Explain Key Result Areas (KRA).
- (c) What is an Objective ?
- (d) Explain the term “Organising” in Management.
- (e) List the managerial qualities necessary for effective performance.
- (f) Enlist the different steps taken in decision-making process.
- (g) What is the importance of Planning ?

3. Answer any **four** of the following questions in about 250 words each. Each question carries 5 marks.  $4 \times 5 = 20$

- (a) Explain the characteristics of Management.
- (b) Explain Production Management as a functional area of management.
- (c) Why is Industry Analysis important for strategic planning ?
- (d) Enlist the key characteristics of Forecasting.
- (e) What are the different functional areas of Management ? Discuss.
- (f) What are the qualities which a leader should possess ? Discuss.

4. Answer any **one** of the following questions in about 500 words : *1×10=10*

- (a) What are the various types of Organisational Structure ? How is Divisional form of organizational structure different from Committee form ?
  
  - (b) Discuss the various types of Controlling. How is Forward control different from Concurrent type of control ?
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