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BSM-001

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

Term-End Examination

June, 2024

**BSM-001 : FUNDAMENTALS OF
MANAGEMENT**

Time : 2 Hours

Maximum Marks : 50

Note : Attempt all questions.

1. Answer all questions. Each question carries 1 mark.

$$1 \times 10 = 10$$

(a) State whether the following statements are true or false :

(i) Management is considered to be an emerging profession. (True/False)

(ii) Long-term planning does not concern with the future operations of the organisation.

(True/False)

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(iii) Controlling does not involve specifying objectives. (True/False)

(iv) Objective setting is the central theme in MBO. (True/False)

(v) Strategies and policies are not related. (True/False)

(b) Fill in the blanks :

(i) is a powerful factor which affects planning.

(ii) Linear programming is used for allocation of resources in the organisation.

(iii) A function is referred to as of activities.

(iv) Intermediate level Management is also called as management.

(v) is a part of management.

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

$$2 \times 5 = 10$$

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- (a) “Administration is alone management.”
Explain.
- (b) What are the main elements (subsystems) of a business system ?
- (c) Enlist the steps involved in the management process.
- (d) Define organisation structure.
- (e) List the importance of controlling.
- (f) What are Key Result Areas (KRAs) in MBOs.
- (g) What is strategic intent ?
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks.

$5 \times 4 = 20$

- (a) Why is necessary for organisation to audit and evaluate the interval environment ?
- (b) Explain the process of forecasting.
- (c) Explain any two types of organisation structure.
- (d) ‘Every function is a bunch of related decisions.’
Comment on the statement.
- (e) Give a brief on contingency or situational school.

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- (f) What do you understand by economic and social objectives ?
4. Answer any one question in 500 words. Which carries 10 marks. $10 \times 1 = 10$
- (a) What are the different types of Quantitative techniques which are used for decision-making. Explain the Linear Programming technique in detail.
- (b) What is the importance of management for achieving any type of objective ? Explain.
