

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA/BCA/IMBA
BRANCH: BBA/BCA/IMBA**

**SEMESTER :I
SESSION : MO/2025**

SUBJECT: MN25106 PRINCIPLES OF MANAGEMENT

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Define management and explain why effective management is essential for the success of any organization in today's competitive environment.	[5] CO1,CO5	1,2,3
Q.1(b)	Explain briefly Henry Fayol's 14 Principles of Management.	[5] CO2	1,2
Q.2(a)	What are the main steps involved in the planning process in management? Explain briefly.	[5] CO2	1,2
Q.2(b)	Suggest ways to make planning more effective in an uncertain business environment.	[5] CO3,CO5	2,3,4
Q.3(a)	Explain the concept of span of management.	[5] CO2	2
Q.3(b)	Describe product organization structure with a diagram and suitable example.	[5] CO2,CO3	2,3
Q.4(a)	What is leadership? Using the example of a successful corporate leader, explain how the Trait Theory of Leadership helps in understanding their leadership success.	[5] CO4,CO5	2,3,4
Q.4(b)	Explain Maslow's Hierarchy of Needs. As a manager, how would you apply Maslow's Safety and Belongingness needs to improve employee morale and teamwork?	[5] CO4	2,3,4
Q.5(a)	Describe the process of controlling in management.	[5] CO2	2
Q.5(b)	Explain how management information systems improve control.	[5] CO5	2,3

:25/11/2025:E