

**B.V. Patel Institute of Business Management, Computer & Information Technology**  
**Uka Tarsadia University**  
**1<sup>st</sup> Internal Examination, BBA 1<sup>st</sup> Semester**  
**0300310119 CC1Management of Principles & Practice**

**Date: 26 /08/2017**

**Marks: 50**

**Time: 2 hrs.**

**Q-1 Answer the following. (Any Eight)**

**[16]**

1. Define Management.
2. What is material order?
3. State the criteria of evaluation of alternative suggested by Peter Ducker.
4. What is long range planning?
5. Why planning is dynamic process?
6. Give one example of personal decision.
7. Write the three managerial skills.
8. Why Decision making is human and social process.
9. What is meant by Programmed decision?

**Q-2 Answer the following. (Any Two)**

**[20]**

1. Your father is going to fight next assembly election, You are appointed as a Chief of Campaign committee. How you will plan for election camping, explain with help of planning process.
2. The fundamental function of management are universal they are applicable to all situation.- Discuss
3. You are passed 12th std. with 70%, now you have to decide in which course you want to do your graduation and you have more than 4 to 5 options like...BBA, B.COM (computer application), BCA, C.A, B.COM and other vocational courses. You have to decide in which course you would like to take admission by using decision making process.

**Q-3 Answer the following in detail. (Any Two)**

**[14]**

1. Explain the principles of the management.
2. Explain the various roles performed by the manager.
3. Discuss the characteristics of planning in detail.