

2124

B. Voc. (Retail Management) FYUP  
First Semester  
BRM-102: Principles of Management

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

X-X-X

I. Attempt any four of the following:-

- (a) Write short notes on MBO.
- (b) What are the elements of direction?
- (c) 'Coordination is the essence of management'. Explain.
- (d) What is line organization? When is it most suitable to be used?
- (e) Give brief overview of knowledge management.

**UNIT - I**

- II. 'Management is the art of getting things done through people'. Explain the statement.
- III. Explain the process of planning. Discuss importance and limitations of planning.

**UNIT - II**

- IV. Give the various steps in selection process undertaken by an HR manager.
- V. What are the basic principles of delegation of authority? Suggest practical guidelines to make delegation effective.

**UNIT - III**

- VI. Define motivation. Compare and contrast Maslow's theory and Herzberg's two factor theory of motivation.
- VII. Explain main theories of leadership.

**UNIT - IV**

- VIII. What is control? Explain the modern control techniques.
- IX. Discuss the advantages and problems of learning organizations.

X-X-X