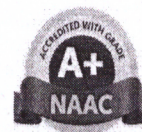


SHRI GNANAMBICA DEGREE COLLEGE MADANAPALLI
(AUTONOMOUS)



SEMESTER-I
COURSE 2: PRICIPLES OF MANAGEMENT
(W.E.F.2025-2026)

Program: BBA

Theory

Credits: 4

4 hrs/week

Unit I: Introduction to Management

Definition and nature of management, Evolution of management thought, Principles of management, Functions of management, Levels of management, Roles and responsibilities, Emerging concept in modern management.

Unit II: Planning

Nature and significance of planning, Types of planning: strategic, tactical, and operational, Planning process, Objectives and policies, Management by Objectives (MBO), Strategies and types of strategies, Advantages and limitations of planning.

Unit III: Organizing

Nature and purpose of organizing, Principles of organization, Formal and informal organization, Organizational structure: functional, divisional, matrix
Line and staff authority, Centralization and decentralization, Delegation of authority.

Unit IV: Directing

Meaning and importance of directing, Motivation: meaning, importance, and theories (Maslow, Herzberg), Leadership: styles and leadership theories (Behavioral, Contingency), Communication process, Types of communication
Barriers to effective communication and ways to overcome them

Unit V: Controlling

Nature and process of control, Types of control: feed forward, concurrent, feedback, Budgetary and non-budgetary control techniques, Productivity management, Cost control, Maintenance control, Quality control.



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SHRI GNANAMBICA DEGREE COLLEGE MADANAPALLI
(AUTONOUOUS)

SEMESTER-I
COURSE 2: PRICIPLES OF MANAGEMENT
Program: BBA
(W.E.F.2025-2026)
BLUE PRINT

Theory

Credits: 4

4 hrs/week

PART-A

ANSWER ANY FOUR FROM THE FOLLOWING.

(4X5=20)

1. Question
2. Question
3. Question
4. Question
5. Question
6. Question
7. Question
8. Question

PART-B

ANSWER ANY FIVE FROM THE FOLLOWING

(5X10=50)

9. Question (Unit I)
10. Question (Unit I)
11. Question (Unit II)
12. Question (Unit II)
13. Question (Unit III)
14. Question (Unit III)
15. Question (Unit IV)
16. Question (Unit IV)
17. Question (Unit V)
18. Question (Unit V)




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SHRI GNANAMBICA DEGREE COLLEGE MADANAPALLI
(AUTONOU MOUS)
SEMESTER-I
COURSE 2: PRICIPLES OF MANAGEMENT
(W.E.F.2025-2026)
Program: BBA
MODEL QUESTION PAPER

Theory

Credits: 4

4 hrs/week

PART-A

ANSWER ANY FOUR FROM THE FOLLOWING.

(4X5=20)

1. Define Challenges of management.
2. Evolution of management thought.
3. Importance of Planning?
4. Planning process.
5. Delegation of authority?
6. Mention Maslow theory.
7. List types of Communication.
8. Cost control.

PART-B

ANSWER ANY FIVE FROM THE FOLLOWING

(5X10=50)

9. Explain the Levels of Management.
10. Discuss the Functions of management.
11. Describe the Objectives and Policies of Planning.
12. Discuss Strategies the types of Strategies.
13. Discuss the Purpose of Organizing.
14. Explain Centralization and Decentralization.
15. Explain Leadership styles.
16. Discuss the importance of directing.




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17. Describe Productivity management.
18. Discuss the process of control.



CHAIRMAN
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19/11