BBA-R 101

BBA Ist SEMESTER EXAMINATION, 2024-25

BACHELOR OF BUSINESS ADMINISTRATION-RETAIL

(Management Principles & Communication)

(4+0)

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Roll No. (In Words) : _____

Time : 1:30 Hrs.   **Max. Marks : 75**
समय : 1:30 घण्टे   **अधिकतम अंक : 75**

नोट : पुस्तिका में 50 प्रश्न दिये गये हैं, सभी प्रश्न करने होंगे। प्रत्येक प्रश्न 1.5 अंक का होगा।

Important Instructions :	**महत्वपूर्ण निर्देश :**
1. The candidate will write his/her Roll Number only at the places provided for, i.e. on the cover page and on the OMR answer sheet at the end and nowhere else.	1. अभ्यर्थी अपने अनुक्रमांक केवल उन्हीं स्थानों पर लिखेंगे जो इसके लिए दिये गये हैं, अर्थात् प्रश्न पुस्तिका के मुख्य पृष्ठ तथा साथ दिये गये ओ०एम०आर० उत्तर पत्र पर, तथा अन्यत्र कहीं नहीं लिखेंगे।
2. Immediately on receipt of the question booklet, the candidate should check up the booklet and ensure that it contains all the pages and that no question is missing. If the candidate finds any discrepancy in the question booklet, he/she should report the invigilator within 10 minutes of the issue of this booklet and a fresh question booklet without any discrepancy be obtained.	2. प्रश्न पुस्तिका मिलते ही अभ्यर्थी को जाँच करके सुनिश्चित कर लेना चाहिए कि इस पुस्तिका में पूरे पृष्ठ हैं और कोई प्रश्न छूटा तो नहीं है। यदि कोई विसंगति है तो प्रश्न पुस्तिका मिलने के 10 मिनट के भीतर ही कक्ष परिप्रेक्षक को सूचित करना चाहिए और बिना त्रुटि की दूसरी प्रश्न पुस्तिका प्राप्त कर लेना चाहिए।

1. Which among the following is not a function of Management ?

(A) Planning

(B) Staffing

(C) Observing

(D) Organizing

2. A Team where members have, Complementary skills and are committed to a common purpose is called ?

(A) Functional Group

(B) Formal Group

(C) Transient Group

(D) Cohesive Group

3. The first step in the Decision-Making process is ?

(A) Evaluate Alternatives

(B) Identify the Problem

(C) Select a Solution

(D) Implement the Solution

4. Transformational Leadership focusses on ?

(A) Maintaining order and stability

(B) Encouraging creativity and change

(C) Following strict rules

(D) Minimizing employees involvement

5. Which theory suggest that leaders are "born" with certain qualities ?

(A) Trait Theory

(B) Behavioural Theory

(C) Quality Theory

(D) Transformational Theory

6. Performance Appraisal is used to ?

(A) Hire New Employees

(B) Evaluate Employee Job Performance

(C) Increase Employee Turnover

(D) Ignore Employee Skills

7. The first or the primary functions of Management is -
   (A) Controlling
   (B) Budgeting
   (C) Planning
   (D) Programming

8. Which among the following is the barrier to effective communication ?
   (A) Clear message
   (B) Active listening
   (C) Noise
   (D) Feedback

9. Organizing as function of management involves :
   (A) Setting Goals & Objectives
   (B) Arranging Resources and task
   (C) Monitoring Performance
   (D) Motivating Employees

10. In which type of leadership decisions are taken without consulting team members ?
    (A) Democratic
    (B) Transactional
    (C) Autocratic
    (D) Transformational

11. Management Principles can be applied to -
    (A) Only in Non-profit Organizations
    (B) Only at Top level of Management
    (C) At all level and types of Organization
    (D) Only in the Government Organizations

12. Paraphrasing what someone has said to clarify understanding is know as ?
    (A) Summarizing
    (B) Echoing
    (C) Reflective Listening
    (D) Active Listening

13. Who is known as "Father of Scientific Management ?
    (A) Henry Fayol
    (B) Elton Mayo
    (C) Fredrick W. Taylor
    (D) Max Weber

14. Which theory emphasizes on hierarchical structure and a clear division of labour ?
    (A) System Theory
    (B) Human Relation Theory
    (C) Bureaucratic Theory
    (D) Contingency Theory

15. Which among the following is not the Management principle given by Fayol ?
    (A) Division of Work
    (B) Unity of Command
    (C) Functional Foremanship
    (D) Initiative

16. Who conducted the "Hawthorne study" ?
    (A) Max Weber
    (B) F.W. Taylor
    (C) Joseph Dunlop
    (D) Elton Mayo

17. The Classical Management Theory is primarily focused on -
    (A) Flexibility
    (B) Workplace Motivation
    (C) Efficiency & Productivity
    (D) Employee Satisfaction

18. According to the Maslow's Hierarchy of needs, which is the highest level of need ?
    (A) Safety Need
    (B) Self-Actualization Need
    (C) Esteem Need
    (D) Social Need

19. The process of Identifying and attracting the potential employees to fill the job positions is know as -

(A) Recruitment

(B) Training

(C) Staffing

(D) Orientation

20. Which is the most commonly method used for employees training in a workplace ?

(A) Employee Dismissal

(B) Employee Retention

(C) Job Rotation

(D) Customer Feedback

21. The systematic approach to help the employees to acquire skill, knowledge and competencies -

(A) Compensation

(B) Development

(C) Motivation

(D) Recruitment

22. What is primary benefit of Employees Training ?

(A) Reduce Skills

(B) Improved Job Performance

(C) Decreased Wages

(D) High Turnover Rates

23. Group Dynamics refers to -

(A) Structure of the Organization

(B) Management Theory

(C) Job Analysis Method

(D) Behaviour and Interaction within a group

24. What is the common cause for conflict within a group ?

    (A) Clear Communication

    (B) Goal Alignment

    (C) Personality Differences

    (D) Strong Leadership

25. A method of performance Appraisal that rates employees based on their past performance -

    (A) Behavioural Incident

    (B) Critical Incident

    (C) Self-Assessment

    (D) Forced Ranking

26. Which among the following is considered as "Hygiene Factor" ?

    (A) Achievement

    (B) Recognition

    (C) Salary

    (D) Responsibility

27. Goal setting Theory suggest that goals should be -

    (A) Ambiguous

    (B) Specific & Challenging

    (C) Broad & Easy

    (D) Variable & Flexible

28. Which type of feedback directed towards reinforcing positive behaviour ?

    (A) Constructive Feedback

    (B) Positive Feedback

    (C) Critical Feedback

    (D) Developmental Feedback

29. Feedback is said to be effective when -

    (A) General and Delayed

    (B) Negative

    (C) Broad and Unstructured

    (D) Specific and Timely

30. Innovation an any Organization results in ?

    (A)   Adoption of New Ideas and Technologies

    (B)   Preventing any Changes

    (C)   Maintaining Rigid Structure

    (D)   Limiting Creativity

31. Which among the following is not a type of Communication ?

    (A)   Verbal

    (B)   Non-Verbal

    (C)   Written

    (D)   Personal

32. Management is considered as art because ?

    (A)   It is Rigid

    (B)   It requires Creativity and Intuition

    (C)   It follow strict rules

    (D)   It is easy to learn

33. Which level of management is responsible for strategic decision-making ?

    (A)   Middle Management

    (B)   Operational Management

    (C)   Top Management

    (D)   Supervisory Management

34. Communication that occurs through body language, gestures and facial expression are called -

    (A)   Verbal Communication

    (B)   Informal Communication

    (C)   Formal Communication

    (D)   Non-Verbal Communication

35. The process where receiver interprets the message is called -

    (A)   Encoding

    (B)   Grasping

    (C)   Receiving

    (D)   Decoding

36. Which among the following is a psychological barrier to the communication ?

    (A) Language

    (B) Prejudice

    (C) Noise

    (D) Expressions

37. The situation when a person receives too much information to process, it is called -

    (A) Physical barrier

    (B) Psychological barrier

    (C) Feedback variation

    (D) Information overload

38. The main purpose of a business presentation is to -

    (A) Entertain

    (B) Inform & Persuade

    (C) Increase audience stress

    (D) Minimize Questions

39. Which visual aid is most commonly used in Business Presentation ?

    (A) Whiteboard

    (B) Overhead Projectors

    (C) Printed Handouts

    (D) Power Point Slides

40. Which term describes how quickly or slowly a speaker talks ?

    (A) Pitch

    (B) Volume

    (C) Tone

    (D) Rate

41. Which among the following should be avoided while professional writing -

    (A) Clear Language

    (B) Positive Tone

    (C) Jargons and Complex terms

    (D) Supporting data

42. Staffing as function of Management Involves ?

   (A)   Resource allocation

   (B)   Defining company's objectives

   (C)   Budgeting

   (D)   Hiring and training employees

43. Which function of management establishes authority and responsibility relationship ?

   (A)   Organizing

   (B)   Controlling

   (C)   Directing

   (D)   Planning

44. Which Motivation Theory focusses on the perceived fairness of Rewards ?

   (A)   Expectancy Theory

   (B)   Two Factor Theory

   (C)   Equity Theory

   (D)   ERG Theory

45. What is the full form of MBO ?

   (A)   Management Based Organization

   (B)   Management By Orders

   (C)   Main Business Organization

   (D)   Management By Objective

46. Which among the following is NOT the characteristic of management ?

   (A)   Goal–Oriented Process

   (B)   Multi-Dimensional

   (C)   Applicable to large Organization only

   (D)   Continuous Process

47. The concept of Decision-Making is primarily associated with which management function ?

    (A)   Organizing

    (B)   Planning

    (C)   Staffing

    (D)   Directing

48. Which of these is considered as the backbone of directing function ?

    (A)   Controlling

    (B)   Motivation

    (C)   Planning

    (D)   Budgeting

49. Which conflict resolution style focuses on satisfying both parties needs ?

    (A)   Competing

    (B)   Avoiding

    (C)   Compromising

    (D)   Collaborating

50. The term "Accommodating" in relation to the conflict resolution means -

    (A)   Prioritizing One's Own Need

    (B)   Giving in to the other Party's Demands

    (C)   Ignoring the conflict

    (D)   Creating a Win-Win Solution

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