

A (Printed Pages 3)  
(20222) Roll No:-  
B.C.A.-I Sem.

## 18003 (CV-III)

**B.C.A. Examination, Dec.-2021**

### PRINCIPLES OF MANAGEMENT

(BCA-104)

*Time : 1½ Hours ] [Maximum Marks : 75*

**Note :** Attempt questions from **all** sections  
as per instructions.

#### Section-A

#### (Very Short Answer Questions)

**Note :** Attempt any **two** questions. Each  
question carries 7.5 marks.

$2 \times 7.5 = 15$

1. What are the features of TQM?

P.T.O.

2. Who are formal leaders?
3. What do you mean by forecasting?
4. Name the two models of change.
5. What are the different types of levels of strategy?

#### Section-B

#### (Short Answer Questions)

**Note :** Attempt any **one** question out of  
the following **three** questions. Each  
question carries 15 marks.  $1 \times 15 = 15$

6. Differentiate between Strategic management and Business policy.
7. Discuss the contribution of Elton Mayo to Management Science.
8. Discuss the meaning and nature of Coordination.

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## Section-C

### (Detailed Answer Questions)

**Note :** Answer any **two** questions out of the given **five** questions. Each question carries 22.5 marks.  $2 \times 22.5 = 45$

9. What is growing relevance of strategic management in India? Discuss.
10. Describe the objectives and importance of Communication in business.
11. Discuss the various steps which are involved in the planning process.
12. Define Ethics and Social responsibility of business? What are different tools of Ethics?
13. Describe various causes of resistance to change.