



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 6377956

Roll No. 23070002068
Total Mark 27/37.50

Exam BACHELOR OF BUSINESS ADMINISTRATION_DEC-202
Subject F010102TB - PRINCIPLES OF MANAGEMENT

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A NA/6

1B NA/6

1C 5/6

1D NA/6

1E NA/6

1F 5/6

1G NA/6

2 NA/12

3 9/12

4 8/12

5 NA/12

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

PART-II

MARKS OBTAINED

Q.	1	2	3	4	5	6	7	8	9	10
(a)										
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Total										
Total Marks in Figures										Max. Marks
Total Marks in Words										



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Paper Code

Signature of Evaluator

Date of Exam : 05/02/24 Shift : I Room No. : G1-06
 Paper Code : F010102T(B) Subject : Principles of Management 2nd I
 Name of Candidate : Priyanshu Singh
 Roll No. : 23070002069

Signature of Candidate
 Signature of Investigator
 COE Facsimile

Course : **BBA**

Session : **2023-24** Year/Semester : **I**

Subject Name : **Principles of Management**

Medium : **English** **Hindi**

Paper Code

F 0 1 0 1 0 2 T

Exam Date

0 5 0 2 2 0 2 4

Name of Candidate

P R I Y A N S H U S I N G H

Father's Name

A S H O K S I N G H

कॉलेज कोड
College Code

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Exam Centre Code

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प्रश्न पुस्तिका का प्रकार
Type of Exam

Regular Ex-Student
 Offshore Back Paper Exam

ANSWER BOOKLET NO.

6377956

F 0 1 0 1 0 2 T
Paper Code



Enrollment Number

C S J M A 2 3 0 0 0 1 2 5 0 2 7

उम्मीदवार का रोल नंबर
Candidate's Roll Number

पत्र का कोड
Paper Code



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M	6	6	6	6	
O	7	7	7	7	
Q	8	8	8	8	
U	9	9	9	9	

Priyanshu
Signature of Candidate

Signature of Investigator

CS Facsimile

COE Facsimile

नोट - 1. परीक्षार्थी को निर्दिष्ट किया जाता है कि उत्तरपत्र पाने को कुछ भाग पर अधिक सभी निर्देशों को सावधानीपूर्वक पढ़ें।
 2. उत्तरपत्र में भरी जाने वाली प्रतिक्रियाएँ काफी सरफ से शुद्ध की जाएँ। 3. गोलों को काले या नीले जलियेन से भरें जाएँ।

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-I

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-III

1. Use blue or black ball point pen for writing alphabets & numerals in boxes.
2. Carefully study the example before you start marking.
3. As shown in the example below, blacken the circles completely.



4. Make no Stray marks on this sheet.

5. DO NOT WRITE OR MARK ON THE BAR CODE.

IN ORDER TO AVOID UFM (UNFAIR MEANS) :

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated as unfair means.
2. Any tempering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possession of the mobiles/ digital diaries/electronic/digital/ watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be consider as UFM.

अनुचित साधन से बचने हेतु :

1. उत्तर पुस्तिका के निर्दिष्ट स्थान को छोड़कर अनुसूचक एवं उत्तरपुस्तिका का क्रमांक कभी और न लिखें तथा कोई भी चिन्ह न बनाएं क्योंकि यह अनुचित साधन प्रयोग की शक्ति से आता है।
2. उत्तर पुस्तिका के बाहरके अथवा उत्तर पुस्तिका संख्या पर छेद काट करने पर अनुचित साधन प्रयोग माना जावेगा।
3. परीक्षा कक्ष में निम्न वस्तुएं लाया न जायें, जैसे लिखे हुए कागज के टुकड़े, मोबाइल, डिजिटल डिवाइस, डिजिटल वॉच, कलम, पेंसिल आदि वस्तुएं जो अनुचित साधन को अवलंबित करती हैं। प्रवेश संबंधित प्राध्यापक से ही किसी भी साइबरनैटिक कोलैक्ट्रोनिक ले जाने की अनुमति होगी।
4. उत्तर पुस्तिकाओं में अपने न रबों न ही उत्तर पुस्तिका में विकसालें। ऐसा करना अनुचित साधन प्रयोग की शक्ति से आता है।

परीक्षार्थियों को दिए जाने वाले निर्देश

1. प्रश्न पत्र एवं उत्तर पुस्तिका पर दिये गये निर्देशों को ध्यान से पढ़ें।
2. अक्षर, पृष्ठ के दूरी तक कुछ न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर दोनो तरफ लिखें।
4. प्रश्न पत्र पर अपने अनुसूचक को अधिलेखित कुछ न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र ID सावधानी पूर्वक लिखें।
6. अपनी सिद्धी स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में पृष्ठ (1-24) से कम है या फटे हुए है, तो मरुत होने के पूर्व दूसरी उत्तर पुस्तिका ले लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र के विषय कोड, विषय का नाम तथा प्रश्न में कोई त्रुटि है तो उसके परीक्षा होने के 30 मिनट के अन्दर कक्ष निरीक्षक को तत्काल सूचित करें, उसके बाद विरचयितताय द्वारा कोई न नहीं की जायेगी।
9. प्रश्नों के उत्तर लिखने के लिये पेनिल का प्रयोग न करें।
10. बी कोपी का अधिलेखित एक नहीं दिया जायेगा।

INSTRUCTION TO THE CANDIDATE

1. Read the instructions carefully given on the Question Paper, Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-24) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy e.g. Subject Code, S Name, and Question of the Question Paper during first THIRTY MINUTES of commencement of the exam, so that it can be corrected in TIME. After that no corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over papers should fill in status as Carry Over. Those appearing as Ex- Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-IV

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Use blue or black ball point pen for filling the circles.

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7	7	7	7	7	7	7	7	7	7	7
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Note- If your Roll No. is of 10 digits. Please leave first three columns .



Section - A

Answer - I (c)

Span of Control

Span of control refers to the number of subordinates managed by the superior efficiently and effectively.

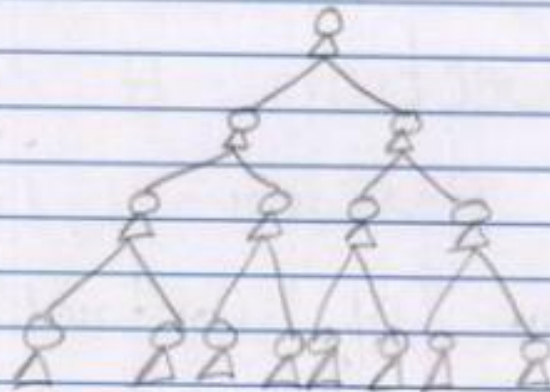
There are two types of span of control.

1). Narrow Span of Control.

2). Wider Span of Control.

1). Narrow Span of Control - When the number of subordinates managed by a superior or manager are less or limited, is known as narrow span of control.

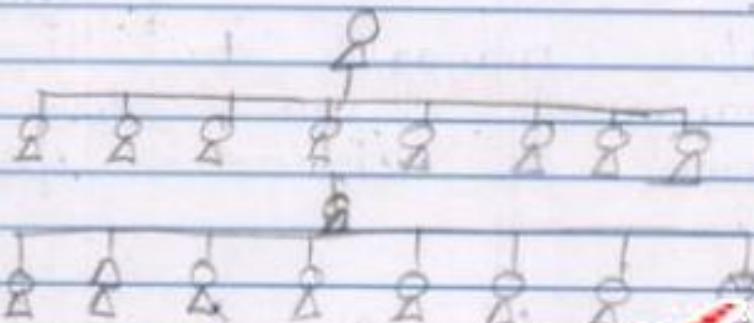
This type of structure of span of control, are said to be 'Tall Organisation'.



} Tall Organisation

2). Wider-Span of Control - When the number of subordinates managed by a superior are more or can be said as that superior manages lot of subordinates is known as wider span of control.

This type of structure or organisation is known as 'Flat Organisation'.



} Flat Organisation



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3

Answer - 1 (F)

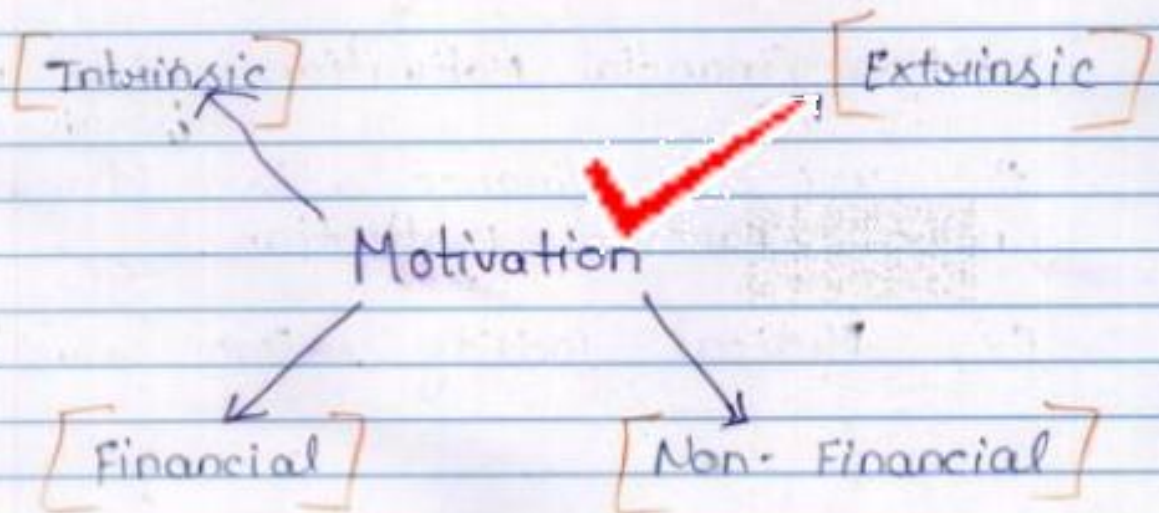
Motivation

Motivation can be said as inspiring people for the achievement of organisational goals.

Motivation is a push factor, it pushes the employees towards the achievement of goals.

Motivation maybe positive or negative. As people can get motivated to do something good as well as bad.

Types of Motivation -



P.T.O



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4

1). Intrinsic Motivation - It refers to the motivation which is oriented towards person's inner self.

Ex - Studying hard to get knowledge.

2). Extrinsic Motivation - It is oriented towards society and environment.

Ex - Studying hard to get gold medal.

3). Financial Motivation - When people are motivated financially, it is known as financial motivation.

Ex - Bonus, salary, etc.

4). Non-Financial Motivation - When motivation is given without the use of finance, it is known as non-financial motivation.

Ex - Medical facility, Job security, etc.



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Section - B

Answer - 3

PLANNING.

→ ~~Post~~ Planning is a process of thinking in advance about the activities required to achieve the organisational goals.

⇒ Planning bridges the gap between 'where we are standing today to where we want to reach'.

⇒ Planning is ~~check~~  out plan of action, the ~~sum~~ envisaged in the line of actions, i.e. the methods to use and the stages to go through.

⇒ Planning is the first function of management. It is known as the base for other functions of management. It is a continuous, pervasive and intellectual process which involves decision-making.

P.T.O



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Process of Planning -

- Establishing Objective
- ↓
- Developing Premises
- ↓
- Identifying various alternatives.
- ↓
- Evaluating alternatives
- ↓
- Selecting the alternative
- ↓
- Implementation
- ↓
- Follow up.

1). Establishing Objective - The first step involves the establishment of the objective. The objective must be crystal clear.

2). Developing Premises - A premises for achieving the objective or goal is created. It is done in the 2nd step of planning.



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3). Identifying various courses of action.

Various alternatives that may help in achieving the objective or goal are identified in this step of planning process.

4). Evaluating various alternative courses →

All those alternatives which are identified, are evaluated and the merits and demerits of each alternative is specified or evaluated.

5). Selecting the alternative - The best or the most profitable alternative is selected out of all the available courses of action.

6). Implement the plan.

After selecting the most profitable alternative, the plan is put to use.

7). Follow Up.

Putting the most profitable alternative into use, is not the last step of planning but it also involves



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8

another step in which the whole process is rechecked and it is also checked if the selected alternative is giving results or not.

Summary :-

For first, objective is established after that premises are developed then various alternatives are identified, then all alternatives are evaluated after evaluating the best one is selected and it is put to use and last step it is checked if it is giving results or not.





Answer - 4

Organizing

- ⇒ After the plans have been drawn, the second most important objective is organizing.
- ⇒ Organizing can be defined as the process of deploying resources effectively and efficiently.
- ⇒ Organizing is a continuous process.
- ⇒ Organizing is present in each level of management. In short, it is pervasive in nature.
- ⇒ Organizing helps in the creation of 'Superior - Subordinate Relationship'.
- ⇒ Organizing brings benefits in specialisation, growth, and expansion of business.
- ⇒ Organizing consists of various concepts like :- Authority, Responsibility and



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accountability, Delegation, centralisation and decentralisation etc.

Process of Organising:→

• Identification or Division of Work



• Departmentalisation



• Assignment of Duties



• Establishing reporting relationships

1). Identification and Division of Work -

The first step of organizing, identifies the work and divides them into smaller groups.

Division of work leads to specialisation. And specialisation leads to more efficiency and productivity.



2). **Departmentalisation** - The work is made into groups; similar kind of work is put in one group. This makes it easier to manage all the departments of similar work.

3). **Assignment of duties** - After departmentalisation, the duties are assigned to different individuals, specially to those who are expert in that specific field.

4). **Establishing reporting relationships** -

After the duties are assigned, there should be someone to whom the subordinates will be accountable to. For this, a relationship between superior and subordinate is created.

* Superior will give the work and subordinate will complete it and will show the results or will be accountable to that superior.



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12

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17

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18

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19

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21

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23

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