

Punjab Technical University
BBA Examination 2006-2007

BBA (101) (Old) (Semester - 1st) INTRODUCTION TO MODERN BUSINESS 2007

Time : 03 Hours Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is Compulsory.**
- 2) Attempt any Nine questions from Section - B.**

Section - A

Q1) (15 x 2 = 30)

- a) Define Planning and list few types of planning.
 - b) List some of the functions of Public Management.
 - c) What are the steps in planning?
 - d) Define organization and what are its types.
 - e) List few principles of organization.
 - f) What do you understand by responsibility?
 - g) Define departmentation.
 - h) What are the requirements of staffing?
 - i) What is the aim of leading?
 - j) What are the functions of a committee?
 - k) What is the role of job enrichment?
 - l) What are the types of Communication based on the direction?
 - m) List few characteristics of an effective control system.
 - n) What is budgetary control?
 - o) What are the basic elements of control process?
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Section - B

(9 x 5 = 45)

- Q2) Explain the essential features of a good plan.
- Q3) Explain the concept and process of decision making.
- Q4) Discuss centralization and decentralization.
- Q5) "Departmentation is part of total organization" Explain.
- Q6) Briefly explain the selection procedure followed by an industrial organization with which you are familiar.
- Q7) Briefly explain the steps of the staffing process.
- Q8) Explain the Trait Theory and The Situational Theory of Leadership in brief.
- Q9) What do you understand by Motivation and what are the basic human needs placed by Maslow in the ascending order of importance?
- Q10) Discuss the role and importance of Communication in modern business.
- Q11) What are the various barriers to communication? Explain in brief.
- Q12) Discuss various non-budgetary control techniques that may be used in business enterprises.
- Q13) Define control. Explain the importance of control in a modern business enterprise.

