



CS – 364

14  
I Semester B.B.A. Examination, March 2023  
(Repeaters) (CBCS – 2020 – 21 and Onwards)  
Paper – 1.4 : ENTERPRISE MANAGEMENT

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written in **English only**



SECTION – A

1. Answer **any 5** sub-questions. **Each** sub-question carries **2** marks. (5×2=10)
- What is autocratic leadership ?
  - What is the meaning of motivation ?
  - Expand CPM and PERT.
  - Write the meaning of crisis management.
  - What is risk management ?
  - Define management.
  - What is resistance to change ?

SECTION – B

Answer **any three** questions. **Each** carries **5** marks. (3×5=15)

- What is decision making ? Explain the importance.
- Explain the importance of co-ordination.
- Explain the different types of plans.
- Write a note on crisis management.
- Distinguish between management and administration.

SECTION – C

Answer **any three** questions. **Each** carries **12** marks. (3×12=36)

- Explain the nature and scope of management.
- Who is a leader ? Explain the qualities of a good leader.

P.T.O.



9. What is work life ? Explain the factors affecting the quality of work life.
10. Explain the merits and demerits of cross-culture relationship.
11. Briefly explain McGregor's X and Y theory.

SECTION – D

Answer the following question, carrying 9 marks.

(1×9=9)

12. Develop a chart on principles of management.

OR

Construct a graphic representation of Maslow's theory.

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