

1/16

0702E1567

Candidate's Seat No : _____

BBA in AVI (NEP) Sem.-1 Examination

DSC-C-AVI-112

Principles of Management in Service Industries

Time : 2-00 Hours]

February-2025

[Max. Marks : 50

Instructions:

- Figures to the right indicate full marks.
- Do not write anything on the question paper.
- Simple calculator is allowed. Do not use a scientific calculator.

1	Explain management in an organization with an appropriate example / a case study.	10
	Explain the characteristics of management objectives.	10
2	OR Explain the communication networks and barriers in terms of management.	10
3(I)	Briefly explain the fundamentals of Organization with examples.	5
3(II)	Explain the steps of Planning Process in brief.	5
	What are the forms of communication explain each form with example.	10
4	OR Explain the 7 functions of management in details.	10
5	Explain the term "management" and explain with its 4 functional areas.	10