



UNIVERSITY OF NORTH BENGAL
BBA Major 1st Semester Examination, 2025

BBAHMAJ101-BBA

FUNDAMENTALS OF MANAGEMENT

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any **two** questions only

12×2 = 24

1. Define Management and explain its nature, scope, and significance. 2+10
2. Critically discuss Taylor's Scientific Management and its contribution to modern management thought. 6+6
3. Describe the functions of Management in detail. 12
4. Explain the concept of leadership and compare various leadership styles with suitable examples. 8+4

GROUP-B

5. Answer any **four** from the following questions:

6×4 = 24

- (a) Explain the importance of management in modern organization. 6
- (b) Discuss Fayol's Principles of Management. 6
- (c) What are the steps involved in the planning process? 6
- (d) Discuss the importance of coordination and communication in the management. 3+3
- (e) What are the advantages and limitations of Centralizations? 6
- (f) Explain the importance of organizing. 6

GROUP-C

6. Answer any **four** from the following questions:

3×4 = 12

- (a) State any two functions of management. 3
- (b) Define management. 3
- (c) Define motivation. 3
- (d) Write any two characteristics of planning. 3
- (e) What is coordination? 3
- (f) Explain the importance of staffing. 3

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BBAHMAJ102-BBA

BUSINESS ENVIRONMENT

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* from the following questions

12×2 = 24

1. Discuss the benefits of tapping global markets. Briefly discuss & explain how these policies affect the functioning of business and industry in the economy. 4+8
2. Define Business Environment. Explain the various components of business environment for business decision-making. 4+8
3. Define Globalization. How its impacted the Indian Business? 4+8
4. Distinguish between Economic & political environment and Technological environment. 12

GROUP-B

5. Answer any *four* questions:

6×4 = 24

- (a) Define environmental analysis and assists its need in business. 6
- (b) Write a brief note on New Industrial Policy, 1991. 6
- (c) Write short notes on: 3+3
 - (i) GAAT
 - (ii) ASIAN.
- (d) Explain briefly the role of SAARC in international Trade. 6
- (e) How does Technology and IT revolution facilitate the business development? 6
- (f) What constituent micro and macro environment? 6

GROUP-C

6. Answer any *four* from the following questions:

3×4 = 12

- (a) Define fiscal policy. 3
- (b) Write the full form of WTO and BRICS. 3
- (c) List two points of difference between MNCs and TNCs. 3
- (d) Define Green economy. 3
- (e) How does political environment affect business between nations? 3
- (f) Define competitive structure analysis. 3

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