
 SGVU SURESH GYAN VIHAR UNIVERSITY DIRECTORATE OF DISTANCE EDUCATION	INTERNAL ASSIGNMENT - 1
Course: BBA	PRINCIPLES OF MANAGEMENT
Semester: I	
Specialization: NA Total Marks- 15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. Discuss the Evolution of Management thoughts and their contexts**
- B. Differentiate innovation and invention. With suitable examples.**
- C. Discuss technical and psychological qualities of leader.**

Q.2. Write short notes on all of the following topics (1 mark each – Word limit – 100)

- A. Corporate Image**
- B. Goodwill**
- C. Competitive strength**
- D. MNC**
- E. TQM**

 SGVU SURESH GYAN VIHAR UNIVERSITY DIRECTORATE OF DISTANCE EDUCATION	INTERNAL ASSIGNMENT - 2
Course: BBA	PRINCIPLES OF MANAGEMENT
Semester: I	
Specialization: NA Total Marks- 15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What is authority? What is responsibility? Explain with examples**
- B. Give an account of various steps involved in planning?**
- C. Differentiate between Indian and Japanese style of Management**

Q.2. Write short notes on all of the following topics (1 mark each – Word limit – 100)

- A. Delegation**
- B. Scalar Chain**
- C. Productivity**
- D. Style of Management**
- E. Division of labour**