

Enroll No.

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
 (An Empowered Autonomous Institute, affiliated to SUK)
Unit Test -II (2025-26)
 FY BBA

Q.P.Code
UT 3480

Course Code: BBA101

Course Name: Principles and Practices of Management

Day & Date: Thursday 27/11/2025

Time: 11.45 am to 12.45 pm

Max Marks- 25

Instructions:

- 1) All questions are compulsory.
- 2) Figures in rounded () brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
- 3) CO is the index number of the Course Outcome statement.
- 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
- 5) Assume suitable data if necessary.

		Marks	BT Level	CO
Q.1	A Explain Steps in Controlling.	7	3	2
	OR			
	A Explain any 3 traditional controlling techniques and 3 Modern controlling techniques.			
	B Elaborate Maslow's Motivational Theory	6	4	3
Q.2	A Explain SWOT Analysis.	6	3	3
	B Define Strategic Management and Explain Strategic Management Process.	6	2,3	4

OR

- B Explain Strategic Implementation with examples

