

Seat No. : \_\_\_\_\_

# MT-108

March-2019

BBA, Sem.-II

## CC-108 : Principles of Management-II

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Define selection and discuss the process of selection. 14
- OR**
- (1) Discuss the internal sources of recruitment. 7
- (2) Discuss vestibule training. 7
- (B) Do as directed : (Any **four**) 4
- (1) Define Human Resource Planning.
- (2) What is Job Analysis ?
- (3) \_\_\_\_\_ tests are for the purpose of determining the latent capacity of an individual.
- (a) Aptitude Test (b) Trade Test
- (c) Interest Test (d) Intelligence Test
- (4) Training is \_\_\_\_\_, but absence of training is even more costly.
- (a) Expensive (b) Income
- (c) Necessary (d) None
- (5) Employment exchanges are \_\_\_\_\_ sources of recruitment. (Internal, External)
- (6) Placing right person at the right place is the objective of \_\_\_\_\_.
- (a) HRP (b) Staffing
- (c) Organising (d) Selection
2. (A) Discuss Herzberg's two factor theory of Motivation. 14
- OR**
- (1) Distinguish between Theory X and Theory Y. 7
- (2) Discuss the importance of communication. 7
- (B) Do as directed : (Any **four**) 4
- (1) Define Directing.
- (2) Define Communication.
- (3) \_\_\_\_\_ has presented theory 'Z'.
- (a) Mc Gregor (b) William Ouchi
- (c) Douglas (d) Herzberg



- (4) \_\_\_\_\_ theory is considered as modern theory.
- (a) X (b) Y  
(c) Z (d) None
- (5) 1.9 in Managerial Grid is known as \_\_\_\_\_.
- (a) Country Club (b) Team  
(c) Task (d) Middle of road
- (6) Communication is a \_\_\_\_\_ process.
- (a) One way (b) Two way  
(c) (a) & (b) both (d) None

3. (A) Define Control and discuss the process of control in detail. **14**

**OR**

- (1) Write a note on Break-Even point. **7**
- (2) Discuss the importance of Control. **7**
- (B) Do as directed : (Any **three**) **3**
- (1) Planning and \_\_\_\_\_ are called twins.
- (a) Management (b) Controlling  
(c) Directing (d) Staffing
- (2) The ratio of contribution and sales is known as \_\_\_\_\_.
- (a) BEP (b) Profit  
(c) Contribution (d) Profit – Volume ratio
- (3) The difference between sales and variable cost is termed as \_\_\_\_\_.
- (4) What is meant by Margin of Safety ?
- (5) Give formula of P/V ratio.

4. (A) Define CSR and give arguments in Favour and against CSR. **14**

**OR**

- (1) Discuss the objectives of knowledge Management. **7**
- (2) Discuss the limitations of Technology Management. **7**
- (B) Do as directed : (Any **three**) **3**
- (1) CSR stands for \_\_\_\_\_.
- (2) What is Knowledge Management ?
- (3) What is Technology Management ?
- (4) \_\_\_\_\_ knowledge is explicitly recognized and documented.
- (a) Social (b) Technology  
(c) Technical (d) Managerial
- (5) What is Knowledge ?