

Seat No. : _____

NA-108

November-2017

B.B.A., Sem.-II

CC-108 : Principles of Management-II

Time : 3 Hours]

[Max. Marks : 70

1. (a) Briefly explain the different methods of training. 7
OR
Write a note on job analysis.
- (b) Describe the steps of selection process. 7
OR
What are the different sources of recruitment ?
2. (a) Explain the Herzberg's Two-Factor theory of Motivation. 7
OR
Discuss the various principles of Directing.
- (b) Define Communication and discuss how it is important for organization. 7
OR
Explain the Blake and Mouton's Managerial grid.
3. (a) What is meant by control ? How is it important in the organization ? 7
OR
Narrate the principles of effective control system.
- (b) Describe the various steps of the control process. 7
OR
Explain Break-Even Analysis as a technique of control.
4. (a) Define Knowledge Management. What are its objectives ? 7
OR
Describe the functions of Technology Management.
- (b) Narrate the arguments against Corporate Social Responsibility (CSR). 7
OR
Describe the various limitations of Technology Management.

5. Choose the correct answer and rewrite :

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- (1) Apprentice training is a type of _____.
(a) On the job training (b) Off the job training
 - (2) Placing right person at the right job, is the objective of _____.
(a) Staffing (b) control
 - (3) Herzberg's theory is known as _____ factor theory.
(a) two (b) three
 - (4) Job _____ outlines the minimum acceptable qualifications a person should possess to perform a particular job.
(a) analysis (b) specification
 - (5) The term communication is derived from the latin word _____.
(a) Communis (b) Cosmic
 - (6) Wages, salaries and other type of employee benefits are _____.
(a) Motivational factors (b) Hygiene factors
 - (7) In _____ leadership style, a leader becomes popular because of his knowledge.
(a) democratic (b) functional
 - (8) Communication is especially important for the task of _____.
(a) sociability (b) decision-making
 - (9) Managers must view information as _____ to employees and not "power over" them.
(a) service (b) favour
 - (10) Employees falling under theory _____ would like to give suggestions and work under participative style.
(a) X (b) Y
 - (11) Corporate Social Responsibility is the sense of _____ on the part of companies.
(a) diversion (b) obligation
 - (12) The business must respond to the changing needs of the _____.
(a) Society (b) Place
 - (13) Innovation is clearly a _____, often involving hundreds or thousands of people.
(a) Team effort (b) Individual effort
 - (14) Technology draws heavily on _____ advances.
(a) philosophical (b) scientific
- _____