

**ZI-105**

May-2014

**BBA (Sem.-II)**

**CC-108 : Principles of Management – II**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (A) Discuss the selection process in brief. 7  
**OR**  
Explain the meaning and importance of HR planning.
- (B) What is Recruitment ? Explain its sources. 7  
**OR**  
Define Training. Discuss Job Rotation and Vestibule Training.
2. (A) Distinguish between Theory X and Theory Y proposed by McGregor. 7  
**OR**  
Define Directing. Explain the Principles of Directing.
- (B) Define Motivation. Discuss Herzberg's Theory of Motivation. 7  
**OR**  
Describe Blake and Mouton's Managerial Grid.
3. (A) Write a detailed note on Break Even Analysis. 7  
**OR**  
Define control. Discuss the principles of effective control system.
- (B) Discuss the control process with diagram. 7  
**OR**  
Discuss Nature and importance of control.
4. (A) Explain the functions of Technology Management. 7  
**OR**  
Explain CSR. Put forward Arguments against CSR.
- (B) Write a detailed note on knowledge management. 7  
**OR**  
Define technology management. Discuss its limitations.

5. Answer all :

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- (1) Selection is a \_\_\_\_\_ process. (positive/negative)
- (2) Placing right person at the right place is the objective of \_\_\_\_\_. (staffing / organizing)
- (3) \_\_\_\_\_ means monitoring activities and correcting any significant deviations.
- (4) Calculating the manpower requirements for a future period relates to \_\_\_\_\_. (Human Resources Planning / Budgetary Planning)
- (5) \_\_\_\_\_ and \_\_\_\_\_ are the outcomes of Job Analysis.
- (6) Focusing the attention of Senior Managers on critical deviations is known as \_\_\_\_\_. (Management by objectives / control by exception)
- (7) The area beyond the Break Even Point is known as the \_\_\_\_\_. (loss zone/ profit zone)
- (8) \_\_\_\_\_ controls are expressed in monetary terms. (Physical/Financial)
- (9) Leadership continuum is proposed by \_\_\_\_\_ and \_\_\_\_\_. (Herzberg, Tannenbaum, Blake & Mouton, Schmidt)
- (10) Theory Z is based on American style of Management. (True/False)
- (11) Name the two types of knowledge  
\_\_\_\_\_  
\_\_\_\_\_  
(Different, Innovative, Explicit, Implicit)
- (12) \_\_\_\_\_ knowledge has been codified so it is possible to touch, see, hear, feel and manipulate them.
- (13) 5, 5 in Managerial Grid is known as \_\_\_\_\_ (mid of road, club, task)
- (14) Give two examples of hygiene factor.  
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