

BF-105

May-2015

B.B.A., Sem.-II

CC-108 : Principles of Management – II

Time : 3 Hours]

[Max. Marks : 70

1. (a) Explain 'Human Resource Planning' and its importance. 7
OR
Explain 'Job Analysis' and its importance.
- (b) Define recruitment and sources of recruitment. 7
OR
Explain various training methods.
2. (a) Explain Blake and Mouton's managerial grid. 7
OR
What is Motivation ? Discuss Herzberg's theory in this reference.
- (b) Explain McGregor's Theory X and Theory Y. 7
OR
Explain communication with its importance.
3. (a) Write a short note on break Even Analysis. 7
OR
Narrate the Control Process.
- (b) What are the points proving importance of control ? 7
OR
Explain essential requisites for effective control system.
4. (a) Explain objective of Knowledge Management. 7
OR
Explain the limitations of Technology Management.
- (b) Explain functions of Technology Management. 7
OR
Give argument in favour and against social responsibility of Business.

5. Do as directed :

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- (1) _____ is not an external source of recruitment.
(Advertisement, past employees, labour unions)
- (2) Selection _____ recruitment. (follows, precedes, fails)
- (3) _____ training comes closer to real working conditions.
(Vestibule, Lectures, Computer aided instructions)
- (4) _____ training is used for behavioural assessment.
(Sensitivity, Vestibule, Lectures)
- (5) Herzberg's theory is known as _____ factor theory ? (two, three, critical)
- (6) X theory believes workers _____ work. (dislike, like, cherish)
- (7) What is a Break Even Point ?
- (8) Break even analysis is a _____ measure. (controlling, planning, organizing)
- (9) Break even analysis is not a _____ analysis. (dynamic, static, dynamic)
- (10) _____ helps manager to monitor environmental, internal and external factor.
(control, CSR, leadership)
- (11) CSR is in shareholders' _____. (interest, disinterest, authority)
- (12) CSR _____ public image. (improves, disapproves, tarnishes)
- (13) Cost of CSR is a/an _____. (limitations, advantages, prestige)
- (14) Professional associations and websites are _____ sources of knowledge.
(external, internal, interval)