ME-102

May-2018

B.B.A., Sem.-II

CC-108 : Principles of Management-II

Time : 3 Hours]

[Max. Marks : 70

1. (a) Define selection. Discuss the selection process in detail. 7

OR

Explain importance of staffing in detail. 7

(b) Discuss sources of recruitment in detail.

OR

Write a short note on any two methods of training.

2. (a) What is directing ? Explain the principles of directing in detail. 7

OR

Explain Maslow's theory of Motivation.

(b) Explain theory "X" and theory "Y" in detail. 7

OR

Describe Blake and Mouton's managerial grid.

3. (a) Discuss the control process with diagram. 7

OR

Explain principles of effective control system.

(b) Write note on : Break Even Analysis. 7

OR

Write note on : Importance of controlling.

4. (a) Explain functions of Technology Management. 7

OR

Discuss the arguments for and against CSR.

(b) Define Knowledge Management and its objectives. 7

OR

Explain the limitations of Technology Management.

5. Do as directed :

(1) Management is the development of _____ and not the direction of things.

(people, material, machine)

(2) The focus of HRM revolves around _____. (men, machinery, motivation)

(3) _____ is an accurate study of various components of a job.

(Staffing, Jog analysis, Recruitment)

(4) Employee referrals is _____ source of recruitment. (internal, external)

(5) _____ tests are for the purpose of determining the latent capacity or potential ability of an individual. (Intelligence, Interest, Aptitude)

(6) Training is _____ but absence of training is even more costly.

(costly, cheap, reasonable)

(7) _____ has presented theory "X" and theory "Y". (Ouchi, Maslow, Mc Gregor)

(8) Blake and Mouton presented two aspects of leader behaviour.

(i) _____

(ii) _____

(9) Planning ranks _____ in the sequence of managerial functions, while _____ is the last among them. (first, last, staffing, controlling)

(10) The excess of contribution over fixed cost will be the _____.

(profit, volume, sales)

(11) _____ means exchanging information among individuals working in any organisation. (Exchange, Communication, H.R. Planning)

(12) Full form of CSR is _____

(13) If the organisation wants to be leader in a particular product, it has to adapt _____. (CSR, Technology Management, Knowledge Management)

(14) P/V ratio = _____.

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