

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

# MO-101

May-2022

BBA, Sem.-II

## CC-108 : Principles of Management-2

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All questions in **Section-I** carry equal marks.
  - (2) Attempt any **two** questions out of four in Section-I.
  - (3) Question-5 Section-II is compulsory.
  - (4) Attempt any 10 out of 15 MCQs in Section-II.

### Section – I

1. (a) Define Recruitment. Discuss the sources of recruitment. **10**  
(b) Define Selection. Explain the steps in selection process. **10**
2. (a) Discuss Herzberg's Two-Factor theory of Motivation. **10**  
(b) Define Leadership. Explain the concept of Leadership along a Continuum. **10**
3. (a) Define Control. Describe the steps in Control Process. **10**  
(b) Explain Break-Even Analysis as a Control Technique. **10**
4. (a) Discuss the functions and limitations of Technology Management. **10**  
(b) 'A business should involve in social responsibility activities.' Discuss this statement in the light of arguments for and against Corporate Social Responsibility Activities undertaken by businesses. **10**

### Section – II

**10**

5. (1) The results of Job Analysis can be classified into Job Description and Job \_\_\_\_\_. (Data/Specification)
- (2) 'Job Rotation is a training method.' This statement is \_\_\_\_\_. (true/false)

- (3) A training method in which training is imparted with equipment and machinery at a location other than the manufacturing facility is known as \_\_\_\_\_. (vestibule training/lecture training)
- (4) Theory X and Theory Y was developed by \_\_\_\_\_. (William Ouchi/McGregor)
- (5) Theory Z is inspired by \_\_\_\_\_ style of managing businesses. (Japanese/European)
- (6) The concept of Managerial Grid was developed by \_\_\_\_\_ and \_\_\_\_\_. (Tannenbaum & Schmidt/Blake & Mouton)
- (7) ‘Communication is important for maintaining industrial peace and harmony.’ This statement is \_\_\_\_\_. (true/false)

(8) Match the following in terms of types of knowledge :

1. Explicit knowledge	a. Applied knowledge
2. Implicit knowledge	b. Knowledge gained from personal experience
3. Tacit knowledge	c. Knowledge that is easy to write down and share

- (9) ‘Lectures can be used to train large groups together; whereas conferences are usually used for training small groups.’ This statement is \_\_\_\_\_. (true/false)
- (10) ‘A business does not have responsibilities towards various interest groups.’ This statement is \_\_\_\_\_. (true/false)
- (11) Name any two types of selection tests.
- (12) Name four key concepts of technology management.
- (13) ‘An effective control system is based on facts and forward-looking.’ This statement is \_\_\_\_\_. (true/false)
- (14) List any two principles of Directing.
- (15) ‘Individuals are always aware of their motivations.’ This statement is \_\_\_\_\_. (true/false)

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