

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

**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 :

14

- (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, dynamitic)
  - (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)
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