

Seat No. : _____

XO-102

April-2013

B.B.A. (Sem. – II)

Principles of Management – II

Time : 3 Hours]

[Max. Marks : 70

1. (a) What is control in management process ? Explain Break Even Point as a control technique with an example. 7

OR

Explain essentials of effective control system.

- (b) “Corporate social responsibility is a way to evade tax”. Write supporting arguments. 7

OR

Define Technology Management. Discuss its functions at length.

2. (a) Define control and discuss its process. 7

OR

Discuss nature of control in detail.

- (b) Corporate social responsibility is a one of the ways to help the society. Write supporting arguments. 7

OR

Define knowledge management and discuss its objectives.

3. (a) Discuss importance of Human Resource Planning. 7

OR

Discuss selection process at length.

- (b) Define Motivation. Discuss two factors theory. 7

OR

Define Motivation. Discuss theory X and theory Y.

4. (a) What is training ? Discuss (i) Vestibule & (ii) Job Rotation. 7

OR

Discuss sources of recruitment.

- (b) Discuss Blake and Mouton’s contribution to motivation theories. 7

OR

Define communication and mention its importance.

5. Answer in short :

14

- (1) Which management theorist is responsible for the motivation-hygiene theory ?
- (2) The vertical flow of communication from lower level to one or more higher levels is _____.
- (3) What kind of training program is most appropriate for a simple tasks/jobs ?
- (4) The process of monitoring, comparing and correcting is called _____.
- (5) Theory Y suggests that physical and mental effort in work is as natural as play or rest.
(a) True (b) False
- (6) Job rotation is a 'sequential' extension of the job.
(a) True (b) False
- (7) Herzberg's theory. The need for personal growth is satisfied by motivator factors.
(a) True (b) False
- (8) Incentive is the _____ of a reward.
(a) Alternate (b) Promise or offer
(c) Punishment (d) Poor result
- (9) Motivation is about getting extra levels of _____ & _____ from employees, over and above mere compliance with rules and procedures.
(a) Over time (b) Performance
(c) Commitment (d) Hard work
- (10) Motivation of subordinates to meet the expectations of the manager is a feature of direction.
(a) True (b) False
- (11) Leadership can _____ subordinates to help the organization achieve its goals.
(a) Motivate (b) Communicate
(c) Direct (d) All of the above
- (12) If the average human being prefers to be directed, wishes to avoid responsibility, has relatively little ambition and wants security above all, the management attitude would be :
(a) Theory Y Manager (b) Theory X Manager
(c) Theory Z Manager (d) All of the given options
- (13) _____ is one method by which an organization may seek to improve the performance of its staff ?
(a) Punishment (b) Training & Development
(c) Over age Employment (d) Entertainment & Fun