

AQ-103

May-2016

BA, BBA, B.Com., LL.B. (Int.), Sem.–II

IL.BBA – 108 : Principles of Management-II

Time : 3 Hours]

[Max. Marks : 70

Instruction : Figures on right indicates marks.

1. What is meant by selection ? Explain selection process in detail. 14
OR
(A) Define training and discuss various methods of training. 10
(B) Explain : External sources of recruitment 4
2. (A) What are the guiding principles of directing ? 7
(B) Explain two factor theory of motivation. 7
OR
(A) “Without effective communication, no organization can succeed.” Discuss the statement. 7
(B) Explain concept of leadership continuum. 7
3. Define control and discuss types of control any organization can have. 14
OR
(A) Control process – Short note. 7
(B) Break Even Analysis as control technique. 7
4. (A) “Corporate social responsibility is one of the way to help the society” – Critically examine the sentence. 7
OR
(A) What are the important functions of technology management. 7
(B) Define knowledge management and discuss its main objectives. 7
OR
(B) What are the limitations of technology management. 7
5. Choose correct option : 14
(1) Two factor theory has been given by _____.
(a) Peter Druker (b) McGregor
(c) Maslow (d) Herzberg
(2) Placing right person at the right place is the objective of _____.
(a) Staffing (b) Recruitment
(c) Human Resource Management (d) Personnel Management

- (3) _____ is accurate study of various components of job.
 (a) Job Analysis (b) Job Rotation
 (c) On Job training (d) None of this
- (4) Which of the following is not hygiene factor as per two factor theory of motivation ?
 (a) Salary (b) Job security
 (c) Status (d) Recognition
- (5) _____ is the act of stimulating personnel to get desired course of action.
 (a) control (b) motivation
 (c) directing (d) recruitment
- (6) Theory Z has been presented by William Ouchi :
 (a) True (b) False
- (7) In _____ leadership retention of power is in the hands of manager.
 (a) consultative (b) autocratic
 (c) free rein (d) none of the above
- (8) Communication is _____ process.
 (a) Two way (b) Administrative
 (c) Supportive (d) All of the above
- (9) Planning and _____ are called Siamese twins.
 (a) Organisation (b) Control
 (c) Human resource management (d) Technical management
- (10) _____ standards are expressed in monetary terms.
 (a) Cost (b) Financial
 (c) Budgetary (d) Remunerative
- (11) _____ is the level where company make neither loss nor profit.
 (a) BEP (b) MOS
 (c) PV ratio (d) Budget
- (12) Which of the following are knowledge type ?
 (a) Innovative (b) Different
 (c) Both the above (d) None of the above
- (13) _____ knowledge is explicitly recognized and documented.
 (a) Corporate (b) Technology
 (c) Global (d) Business
- (14) Full form of CSR is,
 (a) Corporate Social Responsibility
 (b) Consumer Satisfaction Ratio
 (c) Corporate Sales Responsibility
 (d) Corporate Sales Ratio
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