

Seat No. : _____

OA-121

October-2018

BBA, Sem.-II

Principles of Management-II

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) What is training ? Explain methods of training. **14**

OR

- (i) Explain importance of Human Resource Planning. **7**
- (ii) Describe sources of recruitment. **7**

(B) MCQs : (Any **four** out of **six**) **4**

- (1) Human resource management refers to _____ skills. (profit, people, product)
- (2) _____ is analysis and collection of duties, role, responsibilities, etc. (Job analysis, Job description, Job specification)
- (3) Promotions and transfers are _____ sources of recruitment. (internal, external, both)
- (4) Job _____ refers to putting employees on different jobs. (specification, rotation, separation)
- (5) Apprenticeship is a /an _____ training method. (on the job, off the job, both)
- (6) _____ training refers to making employees learn on near real working conditions, (Vestibule, Lectures, Job instruction)

2. (A) Explain managerial grid and leadership continuum. **14**

OR

- (i) Explain importance of communication. **7**
- (ii) Describe X and Y theory. **7**

(B) MCQs : (Any **four** out of **six**) **4**

- (1) Hygiene factors keep away job _____ but does not lead to positive job satisfaction. (satisfaction, saturation, dissatisfaction)
- (2) Motivational factors lead to _____ job satisfaction. (positive, negative, zero)
- (3) Individual has tendency to work and extend co-operation is the view of theory _____. (x, z, y)
- (4) Autocratic leadership is followed in theory _____. (x, z, y)
- (5) Leadership is a / an _____ concept. (abstract, limited, science)
- (6) Latin communis meaning common, derives the word _____. (communication, commutation, communion)

3. (A) Explain importance of control and control process. 14

OR

(i) Explain principles of effective control. 7

(ii) Describe Break-even analysis. 7

(B) MCQs : (Any **three** out of **five**) 3

(1) Controlling compares each function with its _____. (standard, dream, methods)

(2) BE in BEP stands for _____ point. (break-even, break-entry, brexit)

(3) Breakeven is the level of _____ at which cost and revenue will be equal. (sales, profit, cost)

(4) Corrective action is the last step in _____ process. (planning, management, control)

(5) Controlling refers to _____ actual performance with standards. (comparing, compromising, cancelling)

4. (A) Explain CSR and arguments for and against it. 14

OR

(i) Explain objectives of Knowledge management. 7

(ii) Describe functions and limitations of technology management. 7

(B) MCQs : (Any **three** out of **five**) 3

(1) CSR creates _____ situation for business and community. (win-win, win-lose, lose-lose)

(2) Lack of personal touch is _____ of technology management. (benefit, limitation, advantage)

(3) CSR integrates _____ concerns in business operations. (environmental, social, both)

(4) Knowledge that can be documented is _____. (explicit, tacit, episodic)

(5) _____ knowledge can not be transmitted. (Explicit, Tacit, Episodic)
