

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

# MM-103

March-2019

Integrated B.B.A., LL.B. Sem.-II

IL-BBA-108 : Principles of Management – II

Time : 2:30 Hours]

[Max. Marks : 70

1. Mr. Shah, H.R. Manager of Trends Limited wants to recruit personnel for company. Kindly explain him available sources to conduct recruitment at various departments. **18**  
**OR**  
Mr. Shah, H.R. Manager of Trends Limited has successfully completed recruitments at various departments of his company. Now kindly guide him how he can train them ?
2. Explain different motivation theories in detail. **18**  
**OR**
  - (a) Explain control process in detail. **10**
  - (b) Importance of Communication. **8**
3. Explain : (any **two**) **18**
  - (a) Break Even Analysis
  - (b) Pros & Cons of CSR
  - (c) Functions of Technology Management
4. Attempt any **eight** : **16**
  - (1) Full form of BEP
  - (2) Full form of CSR
  - (3) Main focus of HRM is around \_\_\_\_\_ ?
  - (4) What are types of training ?
  - (5) Name two types of knowledge.
  - (6) Define P/V ratio.
  - (7) Explain “Staffing is concerned with Human Relations”.
  - (8) Name Maslow’s Hierarchy of Needs.
  - (9) Cost standards are always measured in \_\_\_\_\_ terms. (Monetary / Percentage)
  - (10) What is Knowledge Management ?