

Seat No. : _____

MT-108

March-2019

BBA, Sem.-II

CC-108 : Principles of Management-II

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Define selection and discuss the process of selection. 14
OR
(1) Discuss the internal sources of recruitment. 7
(2) Discuss vestibule training. 7
(B) Do as directed : (Any four) 4
(1) Define Human Resource Planning.
(2) What is Job Analysis ?
(3) _____ tests are for the purpose of determining the latent capacity of individual.
(a) Aptitude Test (b) Trade Test
(c) Interest Test (d) Intelligence Test
(4) Training is _____, but absence of training is even more costly.
(a) Expensive (b) Income
(c) Necessary (d) None
(5) Employment exchanges are _____ sources of recruitment. (Internal, External)
(6) Placing right person at the right place is the objective of _____.
(a) HRP (b) Staffing
(c) Organising (d) Selection
2. (A) Discuss Herzberg's two factor theory of Motivation. 14
OR
(1) Distinguish between Theory X and Theory Y. 7
(2) Discuss the importance of communication. 7
(B) Do as directed : (Any four) 4
(1) Define Directing.
(2) Define Communication.
(3) _____ has presented theory 'Z'.
(a) Mc Gregor (b) William Ouchi
(c) Douglas (d) Herzberg

- (4) _____ theory is considered as modern theory.
 (a) X (b) Y
 (c) Z (d) None
- (5) 1.9 in Managerial Grid is known as _____.
 (a) Country Club (b) Team
 (c) Task (d) Middle of road
- (6) Communication is a _____ process.
 (a) One way (b) Two way
 (c) (a) & (b) both (d) None
3. (A) Define Control and discuss the process of control in detail. 14
 OR
 (1) Write a note on Break-Even point. 7
 (2) Discuss the importance of Control. 7
 (B) Do as directed : (Any three) 3
 (1) Planning and _____ are called twins.
 (a) Management (b) Controlling
 (c) Directing (d) Staffing
 (2) The ratio of contribution and sales is known as _____.
 (a) BEP (b) Profit
 (c) Contribution (d) Profit - Volume ratio
 (3) The difference between sales and variable cost is termed as _____.
 (4) What is meant by Margin of Safety ?
 (5) Give formula of P/V ratio.
4. (A) Define CSR and give arguments in Favour and against CSR. 14
 OR
 (1) Discuss the objectives of knowledge Management. 7
 (2) Discuss the limitations of Technology Management. 7
 (B) Do as directed : (Any three) 3
 (1) CSR stands for _____.
 (2) What is Knowledge Management ?
 (3) What is Technology Management ?
 (4) _____ knowledge is explicitly recognized and documented.
 (a) Social (b) Technology
 (c) Technical (d) Managerial
 (5) What is Knowledge ?