

Seat No. : 01778

MB-104

May-2023

B.B.A., Sem.-II

CC-108 : Principles of Management-II

Time : 2:30 Hours]

[Max. Marks : 70

- Instructions :** (1) Attempt all questions.
(2) Make suitable assumptions wherever necessary.
(3) Figures to the right indicate full marks.

1. (A) What is Staffing ? Explain its importance. 7
(B) Define recruitment and internal sources of recruitment. 7
OR
(A) Explain 'Job Analysis' and its importance. 7
(B) Define selection and discuss the process of selection. 7
2. (A) Define Directing. Explain the guiding principles of Directing. 7
(B) What is Motivation ? Discuss Maslow's theory in this reference. 7
OR
(A) Distinguish between Theory X and Theory Y proposed by McGregor. 7
(B) Describe Blake and Mouton's Managerial Grid. 7
3. (A) Narrate principles of effective control system. 7
(B) Write a detailed note on Break Even Analysis. 7
OR
(A) Discuss the importance of Control. 7
(B) Define Control and discuss the process of control in detail. 7
4. (A) Define TM & discuss the limitations of TM. 7
(B) Define CSR and provide argument opposing CSR. 7
OR
(A) Define CSR and provide argument favouring CSR. 7
(B) Write a note on : KM 7

5. Multiple choice questions : (Any 7)

- (1) Herzberg's theory is known as _____ factor theory.
 (a) 2 (b) 3
 (c) 4 (d) 5
- (2) Placing right person at the right place is the objective of _____.
 (a) HRP (b) Staffing
 (c) Organising (d) Selection
- (3) Training is _____, but absence of training is even more costly.
 (a) Expensive (b) Income
 (c) Necessary (d) None
- (4) _____ has presented theory 'Z'.
 (a) McGregor (b) William Ouchi
 (c) Douglas (d) Herzberg
- (5) Name the two types of knowledge: _____, _____.
 (a) Different, Innovative (b) Explicit, Implicit
 (c) Innovative, Implicit (d) None
- (6) _____ theory is considered as modern theory.
 (a) X (b) Y
 (c) Z (d) None
- (7) 1.9 in Managerial Grid is known as _____.
 (a) Country Club (b) Team
 (c) Task (d) Middle of road
- (8) Communication is a _____ process.
 (a) One way (b) Two way
 (c) (a) & (b) both (d) None
- (9) Leadership continuum is proposed by _____ and _____.
 (a) Tannenbaum (b) Blake & Mouton
 (c) Schmidt (d) Herzberg
- (10) The Level of sales at which the cost & revenue will be equal and there is no profit-no loss point is called BEP.
- (11) _____ knowledge is explicitly recognized and documented.
 (a) Social (b) Technology
 (c) Technical (d) Managerial
- (12) KT stands for _____.