

B.B.A. F.Y. (CBCS Pattern) Semester-II
UCB2C04 - Principles of Management-II

P. Pages : 1

Time : Three Hours



GUG/W/24/10592

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

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| 1. | a) | What do you mean by Motivation? Explain • the Types and Importance of Motivation. | 8 |
| | b) | Discuss Maslow's Hierarchy of Need theory in detail. | 8 |
| | | OR | |
| | c) | Explain McGregor's theory of Motivation Theory 'x' and Theory 'y' in details. | 16 |
| 2. | a) | State the concept and importance of Leadership. | 8 |
| | b) | Discuss theories of Likert's four systems of leadership. | 8 |
| | | OR | |
| | c) | Explain the theory of Robert Black and Jane Mouton Managerial Grid. | 16 |
| 3. | a) | What do you meant by control? Write process of control. | 8 |
| | b) | What are the Importance of Co-ordination? | 8 |
| | | OR | |
| | c) | Discuss Traditional & modern techniques of control in detail. | 16 |
| 4. | a) | Explain Objectives and Importance of decision making. | 8 |
| | b) | State different levels of decisions. | 8 |
| | | OR | |
| | c) | State the concept of strategic management and explain the strategic management in India. | 16 |
| 5. | | Write short note. | |
| | a) | Motivation and Human Factor. | 4 |
| | b) | State essential qualities of leadership. | 4 |
| | c) | State the limitation of control. | 4 |
| | d) | Benefits of strategic Management. | 4 |
