

B.C.C.A.- I (CBCS Pattern) Semester-II  
**UBCCAT204 - Principle of Management-II**

P. Pages : 1

Time : Three Hours



**GUG/W/24/10622**

Max. Marks : 40

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

1. a) Explain the essentials of organizational communication. 4  
b) Explain the principles of direction. 4

**OR**

- c) Write the techniques and process of communication of as management functions. 8  
2. a) State the significance of motivation. 4  
b) Explain the 'Y' Theory of motivation. 4

**OR**

- c) What do you mean by Leadership? Describe the leadership styles. 8  
3. a) Explain the steps in the process of control techniques. 4  
b) Define control? Explain the needs of control. 4

**OR**

- c) Describe the needs and requisites for excellent Co-ordination techniques of Co-ordination. 8  
4. a) State the features of business ethics. 4  
b) Discuss the essentials of event management. 4

**OR**

- c) Explain the need and importance of disaster management. 8  
5. Write short note-  
a) Elements of Communication. 2  
b) Term motivation. 2  
c) Concept of Control. 2  
d) Management of Change. 2

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