

B.B.A.-I (CBCS Pattern) Semester - II
UCB2C04 - Principle of Management-II

P. Pages : 1

Time : Three Hours



GUG/S/23/10592

Max. Marks : 80

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

1. a) Explain the Herzberg's two - factor theory of Motivation. 8
b) Explain MC Gregor's theory of Motivation theory 'X' and theory 'Y'. 8

OR

- c) What do you mean by Motivation? Explain the financial and Non - financial incentives of Motivation. 16
2. a) What is mean by leadership? Explain any two types of leadership style. 8
b) Explain the theory of Robert Black and Jane Mouton Managerial Grid. 8

OR

- c) Define leadership? Explain types and Qualities of leader. 16
3. a) Define co - ordination explain its needs and importance. 8
b) Define control. Explain the techniques of control process. 8

OR

- c) Define communication? Explain the process and barriers of communication. 16
4. a) Explain the concept of strategic management in India. 8
b) Explain Role and Relevance of strategic management. 8

OR

- c) Explain the concept of Decision making. Write various levels of decisions. 16
5. Write short note:
a) Objective of Motivation. 4
b) Functions of leader. 4
c) Importance of coordination. 4
d) Benefits of strategic management. 4
