

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

P. Pages : 1

Time : Three Hours



GUG/S/23/10622

Max. Marks : 40

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

- | | | | |
|-----------|--------------------|--|---|
| 1. | a) | Write barriers of communication. | 4 |
| | b) | State the process of communication. | 4 |
| OR | | | |
| | c) | Write meaning, principles and techniques of direction. | 8 |
| 2. | a) | State the significance of motivation. | 4 |
| | b) | Explain the objectives of motivation. | 4 |
| OR | | | |
| | c) | Write meaning, importance and qualities of leadership. | 8 |
| 3. | a) | Discuss the needs of control. | 4 |
| | b) | Explain the steps in the process of control techniques. | 4 |
| OR | | | |
| | c) | Write, meaning, concept and 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) | Theory 'x'. | 2 |
| | c) | Concept of control. | 2 |
| | d) | Management of change. | 2 |
