

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10622

Max. Marks : 40

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|-----------|---------------------|---|---|
| 1. | a) | Write the principles of Direction. | 4 |
| | b) | Explain the barriers of effective communication. | 4 |
| OR | | | |
| | c) | What is Direction? Explain the techniques of direction. | 8 |
| 2. | a) | Write the qualities of leadership. | 4 |
| | b) | Define motivation and explain it's importance. | 4 |
| OR | | | |
| | c) | Explain the Maslow's theory of motivation. | 8 |
| 3. | a) | Explain the need of control. | 4 |
| | b) | Write techniques of co-ordination. | 4 |
| OR | | | |
| | c) | Explain the steps in the process of control. | 8 |
| 4. | a) | Why do employees resist organizational changes? | 4 |
| | b) | Write objectives of event management. | 4 |
| OR | | | |
| | c) | Explain the importance of disaster management. | 8 |
| 5. | Write short answer. | | |
| | a) | Write importance of direction. | 2 |
| | b) | Explain McGregor's X theory of motivation. | 2 |
| | c) | Explain need of co-ordination. | 2 |
| | d) | Write short note on business ethics. | 2 |
