

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10592

Max. Marks : 80

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

1. a) What do you mean by Motivation? Explain the financial and Non-Financial Incentives of Motivation. **16**

OR

b) Explain Maslow's hierarchy of needs theory. **8**

c) Explain the Herzberg's two-factor theory of motivation. **8**

2. a) What is mean by Leadership? Explain the functions of Leadership. **16**

OR

b) Explain the styles of leadership. **8**

c) Explain the qualities of leadership. **8**

3. a) What is control? Discuss the process of control with their techniques. **16**

OR

b) Explain control with their techniques. **8**

c) State the importance of co-ordination. **8**

4. a) Explain the concept of Decision making. Write various levels of decisions. **16**

OR

b) Explain the strategic management in India. **8**

c) Explain the concept of Decision and writes its various levels. **8**

5. Write short note

a) Objectives of Motivation. **4**

b) Types of Leadership. **4**

c) Barriers of communication. **4**

d) Levels of Decisions. **4**
