

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

P. Pages : 1

Time : Three Hours



**GUG/S/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 barriers of communication. 4  
b) Explain the essentials for effective communication. 4
- OR**
- c) Explain the principles and Techniques of Direction. 8
2. a) What is motivation? Explain its importance. 4  
b) Explain the Herzberg's theory of motivation. 4
- OR**
- c) Define leadership and explain qualities of leadership. 8
3. a) Explain the steps in the process of control. 4  
b) Explain the need of co-ordination. 4
- OR**
- c) Explain the techniques for achieving effective co-ordination. 8
4. a) Explain the need of business ethics. 4  
b) Explain the importance of event management. 4
- OR**
- c) Why is organizational change necessary and what are the courses for it's resistance. 8
5. Write short notes-
- a) Advantages of verbal communication. 2  
b) McClelland's theory of motivation. 2  
c) Need of control. 2  
d) Importance of business ethics. 2

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