

B.B.A. CBCS Pattern Semester-II  
**UCB2C04 - Principles of Management-II**

P. Pages : 1

Time : Three Hours



**GUG/S/24/10592**

Max. Marks : 80

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

1. a) Define Motivation. Explain the features and objectives of motivation. **16**

**OR**

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

c) Discuss financial and non-financial incentives. **8**

2. a) What do you mean by leadership? Describe the types of leadership and qualities of leadership. **16**

**OR**

b) Explain the theory Likert's four systems of leadership. **8**

c) Explain theory – Robert Black and Jane Mouton Managerial Grid. **8**

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

**OR**

b) Explain the need and importance of communication. **8**

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

4. a) What is strategic management? Discuss the role of different strategists. **16**

**OR**

b) State the benefits of the Strategic Management. **8**

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

5. Write short note-

a) Theory "X" **4**

b) Styles of Leadership. **4**

c) Barriers of Communication. **4**

d) Levels of Decisions **4**

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