

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

P. Pages : 1

Time : Three Hours



GUG/W/23/10592

Max. Marks : 80

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

1. a) Explain the Financial and Non-financial incentives. 8
b) Explain the Herzberg's two-factor theory of motivation. 8

OR

- c) explain McGregor's theory 'X' and theory 'Y' of motivation. 16
2. a) What is mean by Leadership? Explain the functions of Leadership. 8
b) Explain the types of Leadership. 8

OR

- c) Write the concepts of Leadership and explain the qualities and styles of leadership. 16
3. a) What is mean by control? Explain the techniques of control. 8
b) State the importance of co-ordination. 8

OR

- c) Write the concept of communication? Explain the process and barriers of communication. 16
4. a) Explain the concept of Decision and writes its various levels. 8
b) Explain the strategic management in India. 8

OR

- c) Elaborate relevance of strategic management and writes its benefits. 16
5. Write short note.
a) Objectives of Motivation. 4
b) Charismatic Leadership. 4
c) Need of co-ordination. 4
d) Importance of Decision Making. 4
