

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

P. Pages : 1

Time : Three Hours



**GUG/W/23/10622**

Max. Marks : 40

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

1. a) State the barriers in Communication. 4  
b) Write the principles of Direction. 4

**OR**

- c) Discuss the elements and essentials factors of effective communication. 8
2. a) Write the meaning and function of leadership. 4  
b) Discuss the qualities of good leader. 4

**OR**

- c) State the characteristics of Maslow's need Hierarchy theory of Motivation. 8
3. a) Explain the need and steps in the process of control. 4  
b) Discuss the techniques of Control. 4

**OR**

- c) Write the meaning and techniques of Co-ordination. 8
4. a) Discuss the social Responsibilities of business towards Difference Groups. 4  
b) Explain the principles of management of change. 4

**OR**

- c) Write the meaning and function of Disaster Management. 8
5. Write short note.
- a) Process of Communication. 2  
b) Leadership style. 2  
c) Requisites for excellent Co-ordination. 2  
d) Event Management. 2

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