Seat No. : 00606

AQ-128

April-2024

B.B.A., Sem.-II

DSC-C-BBA-121

Principles of Management – II

NEP-2020

Time : 2 Hours] [Max. Marks : 50

1. (A) Discuss the sources of Recruitment. 5
1. (B) Write a note on Vestibule Training. 5

OR

1. (A) Discuss the importance of Staffing. 5
1. (B) Discuss the major types of Interviews involved in selection process. 5

2. (A) Differentiate between Theory X and Theory Y. 5
2. (B) Discuss the principles of directing. 5

OR

2. (A) Explain theory of Maslow's hierarchy of needs. 5
2. (B) Narrate the leadership grid developed by Blake and Mouton. 5

3. (A) Explain the importance of Control. 5
3. (B) Write any five principles of effective control system. 5

OR

3. (A) Discuss the nature of control. 5
3. (B) Write a note on Break-Even Analysis. 5

4. (A) Discuss the Corporate Social Responsibilities towards different Stakeholders. 5
4. (B) Discuss Seven pillars for business succession suggested by Chanakya. 5

OR

4. (A) Discuss the importance of Corporate Social Responsibility in Business. 5
4. (B) Explain the different lessons mentioned in Bhagwat Gita and its applicability in present day management scenario. 5

5. Attempt any **ten** out of twelve : 10

(1) __________ involves the projection of manpower demand, the projection of manpower supply, and action to bring supply and demand into balance at a desirable level.

(a) Manpower planning (b) Manpower management
(c) Manpower demand (d) Manpower supply

(2) __________ is the determination of the job to which an accepted candidate is to be assigned and his assignment to that job.
(a) Placement (b) Induction
(c) Final selection (d) Recruitment

(3) __________ is the act of increasing, the knowledge and skills of an employee for doing a particular job.
(a) Motivation (b) Training
(c) Placement (d) Directing

(4) __________ is the executive function of guiding and overseeing subordinates.
(a) Leadership (b) Directing
(c) Motivation (d) Controlling

(5) __________ has developed theory 'Z'.
(a) McGregor (b) Terry
(c) Herzberg (d) William Ouchi

(6) __________ has presented the concept of leadership as a continuum.
(a) Stephen Robbins (b) Dr. Terry
(c) Blake and Mouton (d) Tannenbaum and Schmidt

(7) __________ are expressed in monetary terms, such as cost per unit of output, wages per unit of output, factory-overhead per machine hour.
(a) Revenue standards (b) Capital standards
(c) Cost standards (d) Intangible standards

(8) __________ = Sales – Variable Cost.
(a) Profit (b) Fixed cost
(c) Contribution (d) Variable cost

(9) __________ maintains the equilibrium between ends and means, output and effort.
(a) Planning (b) Control
(c) Break-Even Point (d) Margin of Safety

(10) An enterprise must behave as a good citizen is an example of its responsibility towards __________.
(a) Owners (b) Workers
(c) Community (d) Consumers

(11) Which one of the following is the social responsibility of the business ?
(a) Fair remuneration
(b) Consumer based production
(c) Giving fair return to the investors
(d) All of the above

(12) __________ are some management lessons derived from the epic Ramayan.
(a) Clear goal (b) Leadership skills
(c) Effective communication (d) All of the above