

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2022 - 23 Examination**

**Semester: 2**  
**Subject Code: 06101152**  
**Subject Name: PRINCIPLES OF MANAGEMENT - II**

**Date: 16/05/2023**  
**Time: 10.30am to 01.00pm**  
**Total Marks: 60**

---

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. \_\_\_\_\_ is the set of forces that energize, direct, and sustain behavior.  
a) Motivation  
b) Empowerment  
c) Expectancy  
d) Socialization
2. Step in recruitment process in which candidates are shortlisted fulfilling minimum requirements of job is classified as.....  
a) Placement screening  
b) Affirmative screening  
c) Pre-employment screening  
d) Compensatory screening
3. Most commonly used analysis in strategic planning of organization is SWOT analysis. It consists of -  
a) Support, work load, Organization, Threats  
b) Strengths, weaknesses, Opportunities, Threats  
c) Strengths, workload, Opportunities, Threats  
d) Support, weaknesses, organization, threats
4. Environmental uncertainties is one of the factors that affects.....  
a) HRM  
b) HRP  
c) SHRM  
d) HRD
5. CSR is based on \_\_\_\_\_ Theory.  
a) Stakeholder  
b) Marketing  
c) Involvement  
d) Ethical

**B). Define the following. (Each of 1 mark)****(05)**

1. Vestibule training
2. Exit interview
3. Job specification
4. Knowledge management
5. Corporate Social Responsibility

**C). Direct questions. (Each of 1 mark)****(05)**

1. List the Internal sources of Recruitment.
2. Name the levels of Communication.
3. List out components of Break-even Analysis
4. Leadership Continuum- How do you define this?
5. According to your knowledge, what is Management control?

**Q.2 Answer the following questions.****A). Write a note on: Selection Process of Candidate****(07)****B). Write short note on: -Herzberg's Two-Factor theory.****(08)**

**Q.3 Answer the following questions.**

A). Draw a diagram and explain project management process in detail. (07)

B). Explain: - Blake and Mouton's Managerial grid of leadership theory (08)

**Q.4 Attempt any two questions. (Each of 7.5 mark) (15)**

1. Explain the statement: - Arguments for and against CSR
2. Explain theory X and theory Y and show how as a manager you would apply it to motivate your staff
3. Define Job Analysis and draw a chart and explain it with suitable example in detail.
4. Write Short note on: -Break-even Analysis.