

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2019 - 20 Examination**

Semester: 2

Subject Code: 06101152

Subject Name: Principles of Management-II

Date: 07/12/2019

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. Motivation that is due to factors within students or inherent to the task is called \_\_\_\_\_

- |                         |                          |
|-------------------------|--------------------------|
| a) Intrinsic Motivation | c) Extrinsic Motivation  |
| b) A motivation         | d) Behavioral Motivation |

2. Most commonly used analysis in strategic planning of organization is SWOT analysis. It consists of

- |                                                  |                                                |
|--------------------------------------------------|------------------------------------------------|
| a) Support, work load, Organization, Threats,    | c) Strengths, workload, Opportunities, Threats |
| b) Strengths, weaknesses, Opportunities, Threats | d) Support, weaknesses, organization, threats  |

3 Which of the following is not one of the steps of communication process

- |                     |                                          |
|---------------------|------------------------------------------|
| a) Encoding message | c) Decoding message                      |
| b) Noise            | d) Transmission over communication media |

4 The poor quality of selection will mean extra cost on \_\_\_\_\_ and supervision.

- |                |                      |
|----------------|----------------------|
| a) Training    | c) Work quality      |
| b) Recruitment | d) None of the above |

5. Which one of the following is not an element of Directing

- |               |                  |
|---------------|------------------|
| a) Motivation | c) Communication |
| b) Delegation | d) Supervision   |

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

1. Motivation
2. Directing
3. Lecture Method
4. Exit interview
5. Knowledge management

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

1. Control Management
2. Leader
3. Job Analysis
4. Technology management
5. List the Internal sources of Recruitment

**Q.2 Answer the following questions.**

A). Explain meaning and internal sources of Recruitment.

**(07)**

B). Write short note on: -McGregor Theory X and Theory Y

**(08)****Q.3 Answer the following questions.**

A). Explain the process of Communication

**(07)**

B). Explain the following Training Methods:- i) Vestibule Training ii) Job Rotation iii) Conferences

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

1. Explain Project Management Process
2. Write short note on: -Break-even Analysis
3. Explain: - "Leadership Continuum Theory"
4. Explain the statement: - "Arguments for and against Corporate Social Responsibility"