

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2018 - 19 Examination

Semester: 2
Subject Code: 06101152
Subject Name: Principles of Management-II

Date: 06/12/2018
Time: 10:30 am to 1:00 pm
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. Environmental uncertainties is one of the factors that affects.....
 - a) HRM
 - b) HRP
 - c) SHRM
 - d) HRD
2. Persons who can influence others and who possess managerial authority are termed.....
 - a) Managers
 - b) Organizers
 - c) Leaders
 - d) Visionaries
3. _____ is the formal and systematic modification of behavior through learning.
 - a) Training
 - b) Instruction
 - c) Education
 - d) None of the above
4. Anything that interferes with a message in communication is known as.....
 - a) Context
 - b) Decoding
 - c) Noise
 - d) Feedback
5. _____ is the set of forces that energize, direct, and sustain behavior.
 - a) Motivation
 - b) Expectancy
 - c) Empowerment
 - d) Socialization

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

1. Write any 2 principles of Directing
2. Write examples of Intrinsic factors
3. What is the Formula for Break even point?
4. Exit interview
5. Knowledge management

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

1. Control Management
2. Leadership
3. Lecture Method
4. Technology management
5. Write levels of Communication

Q.2 Answer the following questions.**A). Draw a diagram of Recruitment Sources. Explain any 5 external sources of Recruitment in detail.****(07)****B). Define Job Analysis and draw a chart and explain it with suitable example in detail****(08)****Q.3 Answer the following questions.****A). Explain the process of Communication with diagram****(07)****B). Explain the concepts :- Vestibule Training and Job Rotation****(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: - Blake and Mouton's Managerial grid with diagram.
4. Explain the statement: - Arguments for and against CSR.