

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA, Winter 2017 - 18 Examination

Semester: 2**Subject Code: 06101152****Subject Name: Principles of Management-II****Date: 26-12-2017****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. 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. List the internal sources of Recruitment
2. Directing
3. Job Analysis
4. Exit interview
5. Knowledge management

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

1. Control Management
2. Leadership
3. Lecture
4. Technology management
5. Job Specification

Q.2 Answer the following questions.**A). Explain meaning and importance of Human Resource Planning.****(07)****B). Write short note on: -Herzberg's Two-Factor theory.****(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 Shortnote on: -Break-even Analysis.
3. Explain: - Blake and Mouton's Managerial grid.
4. Explain the statement: - Arguments for and against CSR.