

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2018 - 19 Examination**

Semester: 2

Date: 10/04/2019

Subject Code: 06101152

Time: 10:30 To 1.00 p.m.

Subject Name: Principles of Management -II

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.****(5)****A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)**

1. The final process of a job analysis is the preparation of two statements, namely,

- |  |  |
|--|--|
| a) job observation and job description   | c) job description and job specification |
| b) job specification and job observation | d) None of the above                     |

2. Moving employees from one job to another in a predetermined way is called

- |                      |                   |
|----------------------|-------------------|
| a) job rotation      | c) work mapping   |
| b) job reengineering | d) job enrichment |

3. Which of the following is a motivational factor, according to Herzberg's two-factor theory?

- |                            |                          |
|----------------------------|--------------------------|
| a) quality of supervisions | c) pay                   |
| b) recognition             | d) relations with others |

4. Using equation method, Break-even point is calculated as

- |  |  |
|--|--|
| a) Sales = Variable expenses + Fixed expenses + Profit | c) Sales = Variable expenses - Fixed expenses + Profit |
| b) Sales = Variable expenses + Fixed expenses - Profit | d) None of the above                                   |

5. CSR is based on \_\_\_\_\_ Theory

- |                |              |
|----------------|--------------|
| a) Stakeholder | c) Ethical   |
| b) Involvement | d) Marketing |

**B). Define the following. (Each of 1 mark)****(5)**

1. Corporate Social Responsibility
2. Job analysis
3. Technology Management
4. Vestibule training
5. Motivation

**C). Direct questions. (Each of 1 mark)****(5)**

1. Write levels of Communication
2. List out External Sources of recruitment
3. List 2 principles of effective control system
4. Leadership Continuum
5. List out components of Break-even Analysis

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

- A). Write a note on : Selection Process of Candidate (07)
- B). Explain theory X and theory Y and show how as a manager you would apply it to motivate your staff (08)

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

- A). Explain: - Blake and Mouton's Managerial grid of leadership theory (07)
- B). Explain different Methods of Training. (08)

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

1. Explain the statement: - Arguments for and against CSR
2. Write a short note on Control Management Process.
3. Write a short note on Break-even Analysis and chart
4. Draw a diagram and explain project management process in detail