

Seat No: \_\_\_\_\_  
129

Enrollment No: \_\_\_\_\_

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA, 2017 Examination**

Semester: 2  
Subject Code:  
Subject Name: Principles of Management

Date: (11/04/2017)  
Time: (2hr: 00min)  
Total Marks: 50

**Instructions**

1. Attempt all questions from each section in the same paper
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

**SECTION-A-25 Marks (Questions from Module I and III)**

Q.1 A (a). \_\_\_\_\_ is the process of forecasting an organisations future demand for, and supply of, the right type of people in the right number.

- a. Human Resource Planning
- b. Recruitments
- c. Human Resource Management
- d. Human Capital Management

(b). The poor quality of selection will mean extra cost on \_\_\_\_\_ and supervision.

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

(c) \_\_\_\_\_ refers to the process of identifying and attracting job seekers so as to build a pool of qualified job applicants.

- a. Selection
- b. Training
- c. Recruitments
- d. Induction

Q.1 (b) Definition / Short Questions (One Mark Each) (3)

- A. Training
- B. Job analysis
- C. Controlling

Q.2 Draw a imaginary selection process for Assistant professor for MBA department (6)

Q.3 (a) Explain External sources of recruitment. (4)

Q.3 (b) Discuss the Exit interview in brief (3)

OR

Q.3 (a) Explain process of controlling in details. (4)

Q.3 (b) Discuss Human resource planning with its importance (3)

*getting job done*  
*measuring performance*  
*- compare actual performance*  
*- taking corrective action*

Q.4. what are the effective principles of controlling

(6)

SECTION B-25 Marks (Questions from Module II)

Q.1 (a) Do as directed.

(6)

1. Define Motivation.

2. Theory X and Theory Y is given by \_\_\_\_\_. [Fill in the blanks]

3. Needs are only those desires which a person who has money can have. [State True or False].

4. \_\_\_\_\_ is the drawback of Maslow's Need Hierarchy. [Fill in the blanks]

5. Theory Z is given by \_\_\_\_\_.

6. \_\_\_\_\_ is an example of motivational factor.

Q.2 Explain the important principles of directing.

(6)

Q.3 (a) Explain Herzberg's two factor Theory with its implications.

(4)

Q.3 (b) what is theory X and Theory Y? Explain with implications.

(3)

Or

Q.3 (a) Short note on Maslow Need hierarchy theory with limitation

(4)

Q.3 (b) Is theory Z different from other theories of motivation? Justify with at least 3 important characteristics on which it relies.

(3)

Q.4 Explain job analysis with it's importance

(6)

*Handwritten notes:*  
→ Job analysis  
Job description  
Job specification  
Job design  
Job evaluation  
Job grading