



AAO-010-001201

Seat No. _____

B.B.A. (Sem. II) (CBCS) Examination

April / May – 2016

201 : Principles of Management - II

(New Course)

Faculty Code : 010

Subject Code : 001201

Time : $2\frac{1}{2}$ Hours]

[Total Marks : **70**

- Instructions :**
- (1) Write the answers of the M.C.Q. in main answer book.
 - (2) All questions are compulsory.
 - (3) Right hand side figures show marks of each question.

SECTION - I

1 M.C.Q. : 20

- (1) Which among the following is not a quality point suggested by Henry Fayol ?
 - (A) Physical
 - (B) Mental
 - (C) Social
 - (D) Experience
- (2) System converts input into output _____.
 - (A) True
 - (B) False
 - (C) Can't say
 - (D) None

- (3) Who developed Administrative approach ?
- (A) F.W. Taylor
 - (B) Peter Druker
 - (C) Henry Fayol
 - (D) Fieldler
- (4) Management is being recognized as an emerging profession.
- (A) True
 - (B) False
 - (C) Can's say
 - (D) None
- (5) _____ is a combination of organizational objectives and planning premises.
- (A) Key Result Area (KRA)
 - (B) Organizational Objectives
 - (C) MBO
 - (D) Management
- (6) For entrepreneurship innovation is _____.
- (A) Necessary
 - (B) Unnecessary
 - (C) Optional
 - (D) None of these

- (7) Self-control mechanism is an advantage of which of the Management System ?
- (A) Japanese
 - (B) Indian
 - (C) American
 - (D) All of these
- (8) _____ serve as stepping stone to TQM.
- (A) ISO-9000 quality standards
 - (B) ISO-9001 quality standards
 - (C) ISO-9002 quality standards
 - (D) ISO-9003 quality standards
- (9) _____ is the process of identifying and attempting to attract candidates who are capable of effectively filling job vacancies.
- (A) Staffing
 - (B) Recruitment
 - (C) Selection
 - (D) Training
- (10) Which of the following is not a tangible reward ?
- (A) Bonuses
 - (B) Awards
 - (C) Personal feeling Accomplishment
 - (D) Promotions

- (11) Financial Management is part of _____.
- (A) Business Management
 - (B) Financial Accounting
 - (C) Management Accounting
 - (D) Human Resource Management
- (12) Executive functions of Personnel Managers involves _____.
- (A) Promotion, Transfer and Retirement
 - (B) To comply with labour law
 - (C) Collective Bargaining
 - (D) All of these
- (13) Which of the following is not a feature of motivation ?
- (A) Need base
 - (B) Various types
 - (C) Narrow scope
 - (D) Changing nature
- (14) As per the Maslow's theory, third need is _____.
- (A) Physical
 - (B) Security
 - (C) Self-esteem
 - (D) Social

- (15) Leadership is _____.
(A) an important process
(B) an unimportant process
(C) continuous process
(D) None of these
- (16) Popularity does not means _____.
(A) Managership
(B) Leadership
(C) Statemanship
(D) None of these
- (17) Which of the following does come under the Me Kinsey's 7-S model ?
(A) Strategy
(B) Style
(C) Situations
(D) Skills
- (18) _____ level strategy is made in case the firm is multi-product firm.
(A) Corporate
(B) Operational
(C) Business
(D) None of above

- (19) Strategic management process involves _____ elements.
- (A) Two
 - (B) Three
 - (C) Four
 - (D) Large number of elements
- (20) _____ are the calculated predictions of the future based on extrapolation.
- (A) Forecasts
 - (B) Planning
 - (C) Budget
 - (D) None of these

SECTION - II

- 2 Discuss the Classical management thought. 10

OR

- 2 Write a note on Modern Management Theory. 10

- 3 What do you mean by Professionalization Management ? 10

OR

- 3 Which are the challenges and essentials of professionalisation for Indian Companies ? 10

- 4 Explain the meaning – Concept of management by objectives and state its characteristics. 10

OR

- 4 Explain the meaning, importance and scope of marketing management. 10

- 5 What is meaning of Motivation ? Explain with its nature. 10

OR

- 5 Define Leadership. Discuss its nature. 10

- 6 What is Strategy ? Explain in brief levels of strategy. 10

OR

- 6 Write a note on : Strategic Decision Making. 10
