



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
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