



NBG-010-001201

Seat No. _____

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

April/May - 2017

201 : Principles of Management - II

(Old Course)

Faculty Code : 010

Subject Code : 001201

Time : Hours]

[Total Marks : 70

1 Explain the Contribution of F.W. Taylor in Management Field. 14

OR

1 Examine the Hawthorne Experiment done by Elton Mayo and his team? 14

2 What is Management Information System and discuss the Factors affecting design of MIS? 14

OR

2 Differentiate : American Management Philosophy with Japanese Management Philosophy in detail. 14

3 Describe Marketing Management and discuss the scope of functional areas of Marketing Management in detail. 14

OR

3 Define Human Resource Management and discuss the scope of Human Resource management in detail. 14

4 Define Leadership. Describe the essential qualities required to become a Good Leader. 14

OR

4 Explain the Trait Theory of Leadership with suitable example. 14

5 Short notes : (any **two**) :

14

(a) SWOT Analysis

(b) Seven S Model

(c) Difference between Operational Management and Strategic Management

(d) Model of Strategic Management Process.
