



MBH-161100010204 Seat No. _____

B. B. A. (Sem. II) (CBCS) (W.E.F. 2016) Examination

March / April - 2018

Emerging Trends in Contemporary Management

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

[Total Marks : 70

Instructions : (1) There are five questions each of 14 marks.
(2) Figures to the right indicate marks of the question.

1 What is scientific management? Discuss the elements (features) and principles of scientific management. 14

OR

1 Write a note on : Contingency Schools of Management. 14

2 What do you mean by 'Motivation'? Discuss the features of motivation. Also discuss financial and non-financial motives. 14

OR

2 Define the term 'Morale'. Discuss importance of high morale and also discuss morale building efforts. 14

3 Describe the planned change. Discuss the planned change process. 14

OR

3 Discuss the causes of Resistance to Change. 14

4 What is M.I.S.? Discuss the process and significance of M.I.S. 14

OR

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[Contd....

- 4 Write short notes : (Any **Two**) **14**
- (1) Promoting Innovation and Creativity
 - (2) Benefits of Management by Exception
 - (3) Importance of Total Quality Management (TQM)

- 5 Discuss employee welfare and service practices of Tata Iron and Steel Company (TISCO). **14**

OR

- 5 Write a note on : Reliance Industries - The Devastating Storm and Construction of Greenfield. **14**
