



**MBG-010-001201** Seat No. \_\_\_\_\_

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

**March / April - 2018**

**201 : Principles of Management - 2**  
*(Old Course)*

**Faculty Code : 010**

**Subject Code : 001201**

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

[Total Marks : 70

- Instructions :** (1) Figures at the right side indicate marks.  
(2) All questions carry equal marks.

1 Explain the various elements of scientific management in detail. 14

**OR**

1 Discuss the fourteen principles of Management given by Henry Fayol. 14

2 Define the concept of Management by Objectives and also discuss the process of MBO. 14

**OR**

2 Discuss and differentiate the Japanese management style and American management style. 14

3 Define Marketing Management. Discuss the key decisions of Marketing Management. 14

**OR**

3 What is production management? Explain in detail various functions of production management. 14

4 Explain X and Y theory of motivation. 14

**OR**

4 Discuss Managerial Grid by Blake and Mouton. 14

5 What is Strategic Management? Discuss strategic planning formulation Process. 14

**OR**

5 Discuss 7S Model in detail. 14

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