

Code - 20237
Principal of Management

B.B.A SEM-2

APRIL/MAY-2017

TIME:2:30Hrs

MARKS: 70

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|----|---|----|
| 1. | Define staffing. Explain importance of staffing. | 14 |
| | Or | |
| 1. | Write down importance of job analysis. | 14 |
| 2. | What do you mean by recruitment? Explain external sources of recruitment. | 14 |
| | Or | |
| 2. | Write short note on
1. Job rotation
2. Conference
3. vestibule method
4. lectures | 14 |
| 3. | Define the term motivation. Explain Herzberg's and McGregor's motivational theory in brief. | 14 |
| | Or | |
| 3. | Explain leadership. Explain continuum theory of leadership. | 14 |
| 4. | Define control. Write a detailed note on break even analysis. | 14 |
| | Or | |
| 4. | Explain principals of effective control system. | 14 |
| 5. | What is technology management? Discuss in detail. | 14 |
| | Or | |
| 5. | Define CSR. Discuss pros and cons for CSR. | 14 |