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B.B.A. (Part - I) (Semester - II) Examination, 2013**PRINCIPLES OF MANAGEMENT (Paper - II)****Sub. Code : 22928****Day and Date :****Time :****Total Marks : 50**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is meant by Motivation? Explain the various Motivation significance /Importance of Motivation. **[15]**

OR

What is control? Explain the different importance of control.

Q2) Write short answer (any two) : **[2 × 10 = 20]**

- a) Explain Mc Greger's theory 'X' and theory 'Y'.
- b) Discuss Likert's four system of leadership.
- c) Explain the control process.
- d) Why do the individuals resits change.

Q3) Write short notes (any three): **[3 × 5 = 15]**

- a) Explain financial and non financial incentives.
- b) Good qualities of leader.
- c) Moder techniques of control.
- d) Explain the unfreezing, changing and refreezing.
- e) Functions of control and introduction explain planning as the basis, Action as the Essence, Delegation as the key, Information as the Guide.

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