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B.B.A. (Part - I) (Semester - II) Examination, April - 2016

PRINCIPLES OF MANAGEMENT(Paper - II)

Sub. Code : 22928

Day and Date : Friday, 22 - 04 - 2016

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

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

Q1) Define the term motivation. Explain Maslow's Need Hierarchy theory. [15]

OR

Define the term leadership. Write the functions of leaders.

Q2) Write Short Answer (Any two): [2×10=20]

- a) What is control? Explain the different steps in control process.
- b) Describe the process of planned change.
- c) What are the individual and organisational factors accounting for resistance to change. ?
- d) What is a leadership style? Explain the leadership styles disclosed by Likert.

Q3) Write Short Note (Any three): [3×5=15]

- a) Herzberg's Two factory theory of motivation
- b) Importance of motivation
- c) Techniques of control
- d) Emerging horizons of management
- e) Charismatic leadership

