

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, March - 2014
PRINCIPLES OF MANAGEMENT (Paper - II)
Sub. Code : 22928

Day and Date : Tuesday, 25 - 03 - 2014
Time : 12.00 noon to 2.00 p.m.

Total Marks : 50

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

Q1) What is meant by Leadership? Explain the various leadership styles? [15]

OR

What is Motivation? Critically examine Fredrick Herzberg's motivation hygienic theory.

Q2) Write short answer (any - two) [20]

- a) Explain Financial and non financial incentives.
- b) Display the Emerging horizons of management.
- c) Give the nature and significance of management control.
- d) Importance of motivation.

Q3) Write short notes (any - three) [15]

- a) Functions of Leader (Qualities).
- b) Discuss the Maslow's need priority model.
- c) Explain control process.
- d) Need for change.
- e) Functions of control.

