

Seat No.	
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B.B.A (Part - I) (Semester - II) Examination, April - 2015
PRINCIPLES OF MANAGEMENT
Sub. Code : 22928

Day and Date : Wednesday, 15 - 04 - 2015

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

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

Q1) What is Motivation? Evaluate Mc. Gregor's X and Y theories. [15]

OR

What is a leadership style? Explain the leadership styles disclosed by Likert.

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

- a) Explain the different steps in control process.
- b) What are the individual factors accounting for resistance to change? Discuss.
- c) Explain Maslow's 'Need Hierarchy' theory of motivation.
- d) Explain the process of planned change.

Q3) Write short notes (Any Three) : [3 × 5 = 15]

- a) Charismatic leadership.
- b) Non Financial Incentives.
- c) Importance of Controlling.
- d) Need for change.
- e) Qualities of leader.

