

C - 07

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B.B.A. (Part - I) (Semester - II) Examination, October - 2015

PRINCIPLES OF MANAGEMENT

Sub. Code : 22928

Day and Date : Monday, 26 - 10 - 2015

Total Marks :50

Time : 3.00 pm. to 5.00 p.m.

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

Q1) Define the term motivation. Explain the importance of motivation. **[15]**

OR

Define the term leadership. Write the various leadership styles.

Q2) Write short answers (Any Two) **[2 × 10 = 20]**

- a) Explain the steps in control process.
- b) Why do the individuals resist change in organisation? How such resistance can be over come?
- c) Enumerate the financial and non - financial incentives for employee motivation.
- d) Explain the techniques of controlling.

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

- a) Theory X and Y
- b) Charismatic leadership
- c) Qualities of a leader
- d) Emerging horizons of management.
- e) Need for change.

