

B.B.A. Sem-II  
**198 - Principles of Management-II**

P. Pages : 1

Time : Three Hours



**GUG/S/19/784**

Max. Marks : 80

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- Notes : 1. All questions are compulsory.  
2. All questions carry equal marks.

1. a) What is mean by Motivation ? Explain the importance of Motivation. 8  
b) Explain the Financial and Non financial incentives of Motivation. 8

**OR**

- c) Explain McGregor's theory of Motivation Theory 'x' and Theory 'y'. 16  
2. a) What is mean by Leadership ? Explain the functions of Leadership. 8  
b) Explain the types of Leadership. 8

**OR**

- c) Write the concepts of Leadership and explain the qualities and styles of leadership. 16  
3. a) Explain the process of communication. 8  
b) What is mean by co-ordination ? Explain the needs of co-ordination. 8

**OR**

- c) What is mean by control ? Explain the process and Techniques of Control. 16  
4. a) Explain the concept of Decision and writes its various levels. 8  
b) Explain the strategic management in India. 8

**OR**

- c) Elaborate relevance of strategic management and writes its benefits. 16  
5. Write short note.  
a) Objectives of Motivation. 4  
b) Charismatic Leadership. 4  
c) Importance of co-ordination. 4  
d) Importance of Decision Making. 4

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