

B C C A (CBCS Pattern) Sem II
UBCCAT204 - Principles of Management-II

P. Pages : 1

Time : Three Hours



GUG/S/18/20107

Max. Marks : 40

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

1. a) Explain essential & organizational communication. 4
b) Explain Barriers to communication. 4

OR

- c) Define Direction. Explain it's Merits & Demerits. 8
2. a) Explain Importance of Motivation. 4
b) Explain the concept of McClelland's Theory. 4

OR

- c) Define Leadership. Explain it's Importance. 8
3. a) Explain needs of co-ordination. 4
b) Explain the steps in the process of control technique. 4

OR

- c) What do you meant by Co-ordination. Explain Techniques of co-ordination. 8
4. a) Explain importance of Even Management. 4
b) Explain the concept of Disaster Management. 4

OR

- c) Define Business Ethics Explain it's social Responsibility. 8
5. Write short answers.
a) Explain process of communication of as Management function. 2
b) Explain concept of Leadership styles. 2
c) Explain needs of control. 2
d) Explain the importance of Management of change. 2
