

B.C.C.A. Sem-II  
**0212 - Principles of Management-II**

P. Pages : 1

Time : Three Hours



**GUG/S/19/829**

Max. Marks : 80

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

1. a) State the principles of communication. 8  
b) Write the meaning of organizational communication. Explain the essentials of organizational communication. 8

**OR**

- c) Write the meaning of direction. Explain principles and techniques of direction. 16  
2. a) Discuss the principles of Maslow's need hierarchy theory of motivation. 8  
b) Discuss the principles of McGregor's theory X and theory Y. 8

**OR**

- c) Write the meaning of leadership. Discuss the importance and functions of leadership 16  
3. a) Explain the techniques of co-ordination. 8  
b) Discuss the scope of co-ordination. 8

**OR**

- c) Write the meaning of control. Explain the functions and importance of control. 16  
4. a) Discuss the functions of event management. 8  
b) Explain the process of management of change. 8

**OR**

- c) Write the meaning of management. Discuss the business ethics and social responsibility of management. 16  
5. Write short note.  
a) Barriers to communication. 4  
b) Qualities of leader 4  
c) Need of control. 4  
d) Disaster management. 4

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