RB-3555
First Year B. B. A. (Sem. II) (CBCS) Examination
March / April - 2017
Principles of Management : Paper - II
(Old Course)

Time : 2 Hours] [Total Marks : 50
Instructions :
(1)
(2) All the questions are compulsory.
(3) Figures right side mentioned is allotted marks to the question.

1 Answer in brief :
(1) Mention any two advantages of training to employer.
(2) What do you mean by Vertical Coordination ?
(3) Explain any two principles of direction.
(4) What do you mean by TQM ?
(5) What do you mean by staffing ? List down its sub functions.
(6) Define selection.

2 (a) Differentiate between Recruitment and Selection. List down various internal as well as external sources of Recruitment. Explain various internal sources of recruitment in detail.
(b) Discuss various techniques of coordination in detail. 7

OR

RB-3555] 1 [Contd...
2  (a) Explain the process of selection in brief.
    (b) Define Supervision. Explain various roles of a supervisor.

3  (a) Discuss Budgetary Control and Kaizen as methods of controlling.
    (b) Explain System's Approach to coordination.

    OR

3  (a) Explain Zero Based Budgeting and Management Information System as controlling techniques.
    (b) Write a note on effective supervision.

4  Read following case carefully and answer the question.
You are newly appointed management teacher at one of the leading BBA College in Gujarat. You are required to deal with all three years students i.e. First Year, Second Year and Third Year students. You are also teaching various subjects in all three years.

It has been observed that first year students are not aware about new college environment and belongs to different school from different medium of languages i.e. Gujarati, Hindi and English. They need your continuous support in different aspects. Sometimes they misbehave due to not aware about rules and regulations and typical perception about college culture they have observed in bollywood movies.

Second year students are little developed than first year student. They are quite aware about college environment and enthusiastic to participate in various events. But sometimes they are required to control due to over confidence and little immature behaviour.

Third year students are self discipline and self controlled. It is observed that they become quite mature and also planning for their career seriously. They are highly involved in preparation for entrance test for post graduation. They are found serious about their project and keen in learning various research projects.

Question:
Choose your leadership style and explain how you will use it for your students to teach and guide them to maintain harmonious environment in the college.