



K-3520

First Year B. B. A. (Sem. II) Examination

September / October – 2012

Principles of Management : Paper - II

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दर्शाविए निशानीवाणी विगतो उत्तरवही पर अवश्य लखवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
F. Y. B. B. A. (Sem. 2)	<input type="text"/>
Name of the Subject :	<input type="text"/>
Principles of Management - 2	<input type="text"/>
Subject Code No. : <input type="text"/> 3 <input type="text"/> 5 <input type="text"/> 2 <input type="text"/> 0	<input type="text"/>
Section No. (1, 2,.....) : <input type="text"/> NIL	
	Student's Signature

- (2) All the questions are compulsory.
(3) Figures to the **right** indicate marks.

- 1 Answer following question briefly : **10**
(i) Explain the term "Benevolent Autocrat".
(ii) Explain various criteria using which application screening can be done.
(iii) List various types of tests used in selection process.
(iv) List down the significance of coordination.
(v) What is meant by standard costing ?

- 2 What is the difference between recruitment and selection ? **10**
Explain the external sources of recruitment.

OR

- 2 Differentiate between training and development. Explain **10**
the importance of training and development to organization and employees.

- 3 Explain the various techniques of coordination. **10**

OR

- 3 Define leadership. Explain the various qualities required by a leader to be successful. **10**

4 Define Direction. Discuss the various principles of direction. 10

OR

4 Explain various roles of a supervisor in details. 10

5 Explain importance of control and its relation to planning. 10

OR

5 Explain the process of control in detail. 10

6 Explain the benefits, problems and limitations of budgeting control. 10

OR

6 Explain the following control techniques : 10

(i) Breack-even point Analysis

(ii) Total Quality Management.

7 Case study :

Sapan Limited is a office furniture manufacturing company. This factory is situated in Bharuch and its office is near station. It received an order for manufacturing 500 school classroom benches. With a sitting capacity of two students on each Bench from Krishna school. Shri Ramanlal the Manager of the factory instructed his worker's to keep the order ready by Wednesday and informed the despatch clerk about the Assignment to be dispatched next week by Thursday. On Saturday the peon received a telegram from Shri Krishna School at 5 O' clock in the evening. The peon read the telegram and left it on the table of the dispatch clerk. The telegram contained the information regarding the reduction in the quantity of the order. It was to be reduced to 300 benches only. Next day was Sunday and the dispatch clerk remained absent for Monday and Tuesday because of some personal reason. When he came on Wednesday and found the telegram, he was confused, as the order was ready by that time. When he informed Ramanlal, the Manager, he also was very annoyed.

(i) How this incident would affect Sapan Ltd ? 3

(ii) Which aspects of coordination seems to be absent ? 3

(iii) What guidance you would give to Ramanlal the Manager, so that such things do not get repeated next time ? 4