



ME-3520

First Year B. B. A. (Sem. II) Examination
October / November – 2013
Principles of Management - II

Time : Hours]

[Total Marks :

Instructions :

(1)

नीचे दशावलि निशानीवाणी विगतो उत्तरवही पर अवश्य दपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
First Year 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" value="3"/> <input type="text" value="5"/> <input type="text" value="2"/> <input type="text" value="0"/>	Student's Signature
Section No. (1, 2,.....) : <input type="text" value="NIL"/>	

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

- 1 Answer following questions briefly : 12
- (i) List out the various internal sources of recruitment.
(ii) What control measures are used in your Institute to ensure attendance of the students.
(Please do not mention the name of the Institute or any teachers of your's)
(iii) Explain purposes of checking reference in selection process.
(iv) List various techniques of coordination.
(v) List out some of the qualities of a good leader.

- 2 Define the term : "Training" and "development". Explain 10
benefits of training to employees and to organizations.

OR

- 2 Explain the various external sources of recruitment 10
in detail.

- 3 Explain the roles of a supervisor in detail. 10

OR

- 3 Explain the main features and importance of direction. 10

ME-3520]

1

[Contd...

4 Explain the systems approach to coordination in detail. 10

OR

4 List out the various types of leadership styles and explain any two of them in detail. 10

5 What do you mean by a resistance to control and explain any two methods to overcome this resistance. 10

OR

5 Explain the need and importance of coordination. 10

6 Write a short note on "Management Information System." How it is used as a control techniques. 10

OR

6 Explain the various types involved in the control process ? 10

7 Case Study :

Read the following case study and answer the question at the end.

Mr. Anurag is the Marketing Manager of ABC Limited which is a toy making company, he addresses his team of divisional sales manager's in Annual Marketing Conference.

"I want the sales to increase by 20% this year. It seems all of you are lazy guys. Explore your territory fully. Meet more and more people connected with play group schools. Kindergarden schools and pedetratics hospitals etc. Appoint new dealer's. Travel more. Bring innovative suggestion about advertisements. I leave it upto you . How you want to achieve this target ? I know you are intelligent and capable but are not performing upto your capacities. Your salaries will stop if you don't perform. I am open to listen to your problem's and feel free to call me even at 2 O' clock in night. I won't tolerate any excuse. Please come with your plans and suggestion when we meet after lunch break. Any question ?

No one ask any question and meeting is over in 5 minutes. One of the divisional sales manager is a union leader. He is very angry. He declares that Mr. Anurag needs shock treatment and that all the divisional manager's should go on strikes if Mr. Anurag continues to behave in this manner. He advices not to be cooperative with Mr. Anurag.

ME-3520]

2

[Contd...

- (i) How do you find the behaviour of the Union leader ? 2
- (ii) How would you direct the team of divisional sales manager's if you were in the place of Mr. Anurag ? Write in 100 words. 4
- (iii) Is Mr. Anurag a good leader ? What leadership qualities are present in him and what qualities are missing ? 4