

Roll No.

Total No. of Questions : 09]

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MCA (Sem. - 2nd)

PRINCIPLES OF MANAGEMENT

SUBJECT CODE : MCA - 204

Paper ID : [B0109]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Attempt any one question from each Sections - A, B, C & D.
- 2) Section - E is Compulsory.
- 3) Use of Non-programmable Scientific Calculator is allowed.

Section - A

(1 × 10 = 10)

- Q1) "Management is the art of getting things done through people". Discuss.
- Q2) Define planning. What are the limitations to planning? What steps can be taken to make planning effective?

Section - B

(1 × 10 = 10)

- Q3) Define decentralization of authority? What are the advantages and limitations of decentralization?
- Q4) What is delegation? What are the barriers to effective delegation? How can these barriers be overcome?

Section - C

(1 × 10 = 10)

- Q5) What do you mean by recruitment? Explain various external sources of recruitment.
- Q6) Define communication? Discuss the merits and demerits of oral and written communication?

Section - D

(1 × 10 = 10)

- Q7) Discuss various methods of conducting marketing research.
- Q8) Define IIRD? Also discuss the functions of IIRD.

Section - E

(10 × 2 = 20)

- Q9)
- a) What is the nature of management?
 - b) Define motivation.
 - c) What is routing?
 - d) Short term-planning.
 - e) Grapevine communication.
 - f) Autocratic leaders.
 - g) Explain the concept authority.
 - h) What is preliminary interview?
 - i) What is controlling?
 - j) What is zero-base budgeting?

