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Total No. of Questions : 13]

[Total No. of Pages : 02

**J-3409[S-1265]**

**[2037]**

**MCA (Semester - 2<sup>nd</sup>)**

**PRINCIPLES OF MANAGEMENT (MCA - 204)**

**Time : 03 Hours**

**Maximum Marks : 75**

**Instruction to Candidates:**

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

**Section - A.**

**Q1)**

**(15 x 2 = 30)**

- a) Explain decisional roles of managers.
- b) What do you understand by Scientific Management?
- c) Explain the significance of planning premises in the planning process.
- d) Explain reasons for distinguishing the roles of line and staff people in the organizations.
- e) Explain the basic principles of delegation of authority.
- f) Explain the applications of structured and unstructured interviews.
- g) "Non-Financial incentives are as strong motivators as financial ones". Comment upon the statement.
- h) 'A good leader is not necessarily a good manager'. Comment.
- i) What are the requirements of an effective control system?
- j) In what way/s, language acts as a barrier to communication. Give examples in support of your answer.
- k) List the objectives of work study.
- l) How will you segment the market on the basis of behaviour of the consumer?
- m) What are the disadvantages of preference shares?
- n) Can a company have negative working capital? Justify your answer.
- o) How human resource development function is integrated to other functions of management.

**P.T.O.**

## Section - B

(9 x 5 = 45)

- Q2)* Describe the characteristics of management as profession.
- Q3)* Explain the process of planning.
- Q4)* Explain the situations in which project organization structure is most suitable. Also highlight its problems.
- Q5)* Suggest practical guidelines to make delegation of authority effective.
- Q6)* What are the advantages and disadvantages of external sources of recruitment.
- Q7)* Explain the process of controlling.
- Q8)* Explain Semantic and Emotional barriers to effective communication.
- Q9)* How human needs are related to motivation? Explain with the help of Maslow's need hierarchy theory of motivation.
- Q10)* Differentiate between Continuous and intermittent Production Systems on the basis of their production planning and control.
- Q11)* Explain the scope and importance of marketing.
- Q12)* What are the disadvantages of inadequate and redundant Working Capital?
- Q13)* Describe operative functions of Human Resource Management.

