

Bachelor of Commerce (Computer Application) (B.C.C.A.) Semester-II Examination**PRINCIPLES OF BUSINESS MANAGEMENT****Compulsory Paper-2**

Time : Three Hours]

[Maximum Marks : 80

N.B. :— (1) Draw well labelled diagram wherever necessary.

(2) All questions are compulsory.

PART-A**Note :—** (1) Each question carries equal marks.(2) Answers should not be in more than **five** lines.

1. Explain the concept of strategic decision making.
2. Define the term management.
3. Describe process of organizing.
4. Write need of co-ordination.
5. What do you mean by On the Job training ?
6. Give classification of compensation.
7. State purpose of communication.
8. Point out essentials of effective control system.

8×2=16

PART-B**Note :—** (1) All questions carry equal marks.(2) Answers should not be in more than **ten** lines.

1. Explain importance of importance.
2. Point out common difficulties in decision making.
3. State types of co-ordination.
4. Describe process of induction.
5. State various non-monetary incentives.
6. What are the traditional appraisal methods ?
7. Point out difference between leader and manager.
8. Indicate various control systems.

8×3=24

PART-C**Note :—** Answers should not be in more than **400** words for **5** marks questions and **600** words for **10** marks questions respectively.

1. (a) State difference between professional management vs. family management. 5
- (b) What are the limitations of planning ? 5

OR

- (c) Define the term management. Explain the various levels of management. 10

2. (a) State the need of forming formal groups. 5
(b) Distinguish between co-ordination and cooperation. 5

OR

- (c) Explain various sources of internal and external recruitment. 10
3. (a) Narrate steps in designing performance management system. 5
(b) Explain the concept of knowledge management. 5

OR

- (c) Discuss various criteria and standards of performance appraisal. 10
4. (a) State the principles of effective communication. 5
(b) Point out functions of a leader. 5

OR

- (c) Explain steps in control system. Point out various control systems. 10

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