

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**MCA (Sem.-2nd)**  
**PRINCIPLES OF MANAGEMENT**

**Subject Code : MCA-204**

**Paper ID : [B0109]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTIONS-A, B, C & D** contains **TWO** questions each carrying **TEN** marks each and students has to attempt any **ONE** question from each **SECTION**.
2. **SECTION-E** is **COMPULSORY** carrying **TWENTY** marks in all.
3. Use of non-programmable **scientific calculator** is allowed.

**SECTION-A**

1. Discuss the different levels of management in a business enterprise.

ps in planning.

**SECTION-B**

3. What is delegation? What are the barriers to effective delegation? How can these barriers be overcome?
4. Discuss various advantages and disadvantages of decentralization.

**SECTION-C**

5. What is an interview? Discuss various types of interviews.
6. Define communication. State various barriers to communication.

**SECTION-D**

7. What do you understand by 'Marketing Mix'? Explain various elements of marketing mix.
8. Define HRD. Also discuss the functions of HRD.

## SECTION-E

9. a) What is authority and responsibility?
- b) Administrative and operative plans.
- c) What is scheduling?
- d) Long term planning.
- e) Gestural communication.
- f) Autocratic leader.
- g) Define recruitment.
- h) What is zero-base budgeting?
- i) What is controlling?
- j) What are the benefits of centralization?