

Roll No. ....

Total No. of Questions : 09]

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**MCA (Sem. - 2<sup>nd</sup>)**  
**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 HRD? Also discuss the functions of HRD.

**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?

