

Shree Damodar College of Commerce & Economics, Margao Goa
First Year B. Com - Semester II, End Semester Examination, April 2015

PRINCIPLES OF MANAGEMENT

Duration : 2Hours

Max. Marks : 80

Instructions:

1. All questions are compulsory
2. Figures to the right indicate maximum marks

Q1. Write short notes: (any 4)

(16 Marks)

- a) Employee morale and productivity
- b) Communication process
- c) Verbal communication
- d) Benefits of high employee morale
- e) Training methods for operatives
- f) Monetary Incentives

Q2. Answer in 10-12 lines:(any 4)

(16 Marks)

- a) Types of interviews
- b) Roles of a leader
- c) Formal communication
- d) Advantages of employee training
- e) Importance of control
- f) Distinction between recruitment and selection

Q3. A) Describe the steps in the selection procedure.

(12 Marks)

Or

X) Explain the need and importance of proper staffing.

(12 Marks)

Q4. A) Define motivation. Explain Hertzbergs 2-factor theory of motivation.(12Marks)

Or

X) Explain Blake and Moutons managerial grid.

(12 Marks)

Q5. A) Explain the Trait theory of leadership.

(12 Marks)

Or

X) Describe the various barriers to communication.

(12 Marks)

Q6. A) Explain the essentials of an effective control system.

(12 Marks)

Or

X) Describe the steps in the control process.

(12 Marks)
