

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao Goa

First Year B. Com - Semester II  
End Semester Examination, April 2016 (old course)  
Principles of Management

Duration: 2 Hours

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) Training methods for managers
- b) Employee morale and productivity
- c) Non-verbal communication
- d) Communication process
- e) Benefits of high employee morale
- f) Non-Monetary Incentives

Q2. Answer in 10-12 lines: (any 4) (16 Marks)

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

Q3. A) Explain the behavioural theory of leadership. (12 Marks)

Or

X) Describe the measures for removing barriers to communication. (12 Marks)

Q4. A) Describe the steps in the control process. (12 Marks)

Or

X) Explain the essentials of an effective control system. (12 Marks)

Q5. A) Describe the steps in the selection procedure. (12 Marks)

Or

X) Explain the need and importance of proper staffing. (12 Marks)

Q6. A) Define motivation. Explain McGregors theory of motivation. (12 Marks)

Or

X) Explain Blake and Moutons managerial grid. (12 Marks)