

B.B.A. Semester - 2 (CBCS) Examination
March/April– 2019 (New Course)
Aspects of Modern Management(CORE)

Time: 2:30 Hours**Marks: 70****Instructions:**

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

Que-1 Discuss administrative management. (14)

OR

Que-1 What is system? Discuss features of management as a system. (04+10)

Que-2 What is job satisfaction? Discuss briefly factors affecting job satisfaction. (04+10)

OR

Que-2 a. Write morale building efforts. (07)

b. State ways and means of employee empowerment (07)

Que-3 Explain steps in planned change process. (14)

OR

Que-3 Explain terms: (14)

a. Change

b. Organization Development (OD)

c. Change agent

d. Resistance to change

Que-4 Explain 'creativity' and 'innovation.' What an organization can do to promote creativity and innovation? (06+08)

OR

Que-4 a. Discuss briefly MIS Process (07)

b. Enlist merits and demerits of Management by Exception (MBE) (07)

Que-5 What is strategic management? Discuss main features. (02+12)

OR

Que-5 a. SWOT Analysis (07)

b. Difference between operative management and strategic management. (07)
