

B.B.A. Semester - 2 (CBCS) Examination
March/April – 2023 (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.
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Que.1 Explain elements of neoclassical school of management. **(14)**

OR

Que.1 Discuss scientific management school.

Que.2 What is job satisfaction? Explain factors affecting job satisfaction. **(14)**

OR

Que.2 **A.** Morale building efforts

B. Financial and non-financial Motives

Que.3 What is organisational development (OD)? Describe OD Tools. **(14)**

OR

Que.3 **Write Notes:**

A. Change agent

B. Remedies to overcome resistance to change

Que.4 Define concept of creativity and innovation. State Organisation's efforts to promote creativity and innovation **(14)**

OR

Que.4 **Discuss:**

A. Merits and demerits of Management By Exception

B. MIS Process

Que.5 What is strategic management? Discuss features of strategic management. **(14)**

OR

Que.5 **A.** Components of SWOT analysis

B. Uses of SWOT analysis
