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1101201C2030

Seat No: _____

B.B.A. Semester - 2 (CBCS) Examination

March/April- 2018

**EMERGING TRENDS IN CONTEMPORARY 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 Which are the elements of classical thoughts? Explain in detail. (14)

OR

Que-1 Explain the Hawthorne Experiment conducted by Elton Mayo and his team.

Que-2 Describe various types of financial and Non-financial motives. (14)

OR

Que-2 Write about the following.

- (a) Difference between job enrichment and job enlargement.
- (b) Measures to increase job satisfaction.

Que-3 Explain the concept of change. What is the role of change agent in introducing change in the organization? (14)

OR

Que-3 Explain the concept of Organizational Development. Also write about the significance and limitations of Organizational Development.

Que-4 What is Creativity? Explain stages of creative thinking and its importance in decision making. (14)

OR

Que-4 Write in brief about the following.

- (a) Management Information System.
- (b) Total Quality Management.

Que-5 Write about the corporate story of TISCO. (14)

OR

Que-5 Write about the corporate story of Reliance Industries.
