

**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.

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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)

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