

Bharati Vidyapeeth
(Deemed to be University), Pune

School of Distance Education

Assignment No:-	2	Name of the Assignment Setter:-		Prof.V.N.Kadam	
Course:-	CBCS 2018	Class:-	S.Y. B.COM	Semester:-	II

Subject:-	Principles of Business Management II (C410)
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Q1) Attempt ANY ONE of the Following(1000Words). (10)

- A. Define 'Direction'. Explain the importance and components of direction.
- B. What is Motivation? Discuss importance of motivation.

Q2) Attempt ANY TWO of the Following (800Words). (10)

- A. What are qualities of leadership?
- B. Explain in brief Maslow's need hierarchy theory.
- C. Explain the importance of communication in management.
- D. Define 'Control'. State the process of Control.

Q3) Write Short Notes on (ANYTWO). (10)

- A. Need of Co-ordination.
- B. Process of Communication.
- C. Techniques of Control.
- D. Principles of Effective Communication.