

## **BA5102-Principles Of Management**

### **2Mark Question with Answer**

#### **Unit-IV**

#### **Directing**

**1. Distinguish between creativity and innovation?**

The term creativity refers to the ability and power to develop ideas on the other hand innovation means the use of these ideas.

**2. What is meant by brain storming?**

Brainstorming is an excellent way of developing many creative solutions to a problem. It works by focusing on a problem, and then coming up with very many radical solutions to it. The essences of brainstorming is a creative conferences ideally of 8 to 12 peoples meeting for less than an hour the develop a long list of 50 or more ideas.

**3. List out few leadership traits?**

- The Michigan studies
- The Ohio state university studies
- The managerial grid

**4. Mention any two leadership qualities? Physical qualities?**

Sound health, vitality, appearance, physical and nervous energy, forcefulness, physique, enthusiasm.

More qualities:

Integrity, moral courage, fair play, will power, sense of purpose objectivity.

**5. List any four types of leadership styles?**

- Autocratic or dictatorial leadership
- Participative or democratic leadership
- Laissez- faire or free-rein leadership

**6. Define motivation?**

According to koontz and O donnell, motivation is a general term applying to the entire class of drivers, desire, needs wishes and similar forces that induce an individual or a group of people to work.

**7. What is power motive?**

Intrinsic motivation is called as power motive. Intrinsic motivation is available at the time of performance of work. These motivations provide a satisfaction during the performance of the work itself. Some of the intrinsic motivation are praise, recognition responsibility esteem, power. Status, participation etc.

**8. What are the different motivational theories?**

Mc gregor theory x and y.

**9. Distinguish between motivation and satisfaction? Motivation:**

Management is the art of getting work done by the subordinates in order to attain common goals of the organization. Getting work done is difficult task.

**Satisfaction:**

After attaining the goals, everyone involved in the same gets happiness or internal feelings. So, motivation is before attaining the specific task but satisfaction means the happiness comes after attaining the goals.

**10. Distinguish motivators and hygiene factors? Hygiene factors:**

According to Herzberg, maintenance or hygiene factors are necessary to maintain a reasonable level of satisfaction among employees. These factors do not satisfaction among employees but their absence will dissatisfy them.

**11. Give the meaning of social needs?**

Social needs are for love, friendship exchange of feeling and grievances, recognition, conversation, belongingness, companionship etc. social needs tend to be stronger for some people then for others and stronger in certain situation.

**12. List the hierarchy of needs?**

- Physiological needs
- Safety needs
- Social needs
- Esteem needs
- Self-actualisation needs

**13. Define effective communication?**

If the message sent by the sender to the receiver is understood by the receiver in the same sense it is called effective communication.

**14. Name the various types of communication?**

- Downward communication
- Upward communication
- Horizontal or lateral communication

**15. Define noise in communication?**

Generally, communication is affected by the noise at any stage. It may be in the sender, the transmission or the receive stage. If anyone is affected the proper communication will not reach the receiver. To ensure the effective communication, we have to provide noiseless environment.

**16. Why is management by wandering around considered effective communication?**

A good management always wants to minimize the conflict with effective communication. For example: negative communication, can be easily avoided by wandering around considered effective communication.

**17. What are the sources of culture?**

- Rituals
- Material symbols
- Language
- Stories

**18. List out the organizational culture?**

- Subculture
- Dominant culture
- Strong culture
- Weak culture
- Authoritarian culture
- Participative culture
- National culture

**19. What is communication?**

Communication is the passing of information from one person to another person.

**20. Define leadership?**

Leadership is the process of influencing the behaviour of other towards the accomplishment of goals in a given situation.

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