



# SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.

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**SUBJECT: ETCM  
PRELIMS PAPER**

**BBA - 2  
MARKS 70**

- Q.1 Explain Human Relation approach in the behavior study. (20)  
OR  
Discuss in detail Contingency (situational) Approach. (20)
- Q.2 Define concept of Job Satisfaction. Discuss measures to increase job satisfaction. (20)  
OR  
Give idea about work life balance with its components. (20)
- Q.3: Explain concept of change agent in detail. (15)  
OR  
Elaborate in detail the concept of planned change with its types & features. (15)
- Q.4 Define TQM. What are its parameters. (15)  
OR  
What is creativity? How does creativity differ from Innovation. (15)

**BEST OF LUCK**