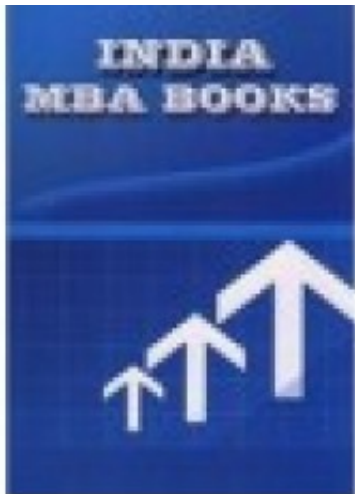


# Principles of Management



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**Unit-III:** Staffing a. Concept, Nature and Importance of Staffing b. Motivation: Nature and Importance of motivation, Types of Motivation, Theories of Motivation-Maslow, Herzberg, X, Y and Z c. Leadership: Meaning and Importance, Traits of a leader, Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid d. Concept, Types and Process of Business Communication, Strategic Communication

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