

2017

(1st Semester)

COMMERCE

Paper No. : BC-102

(Principles of Management)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 45)

*The figures in the margin indicate full marks
for the questions*

1. (a) Discuss the role of a manager in the present context of business. 9

Or

- (b) What is contingency approach to management? Critically evaluate the contingency approach. 3+6=9

8L/21a

(Turn Over)

2. (a) Define planning. Discuss the nature of planning. 2+7=9

Or

- (b) What is meant by 'management by objectives'? Discuss the benefits which an organization will get while implementing MBO programme. 3+6=9

3. (a) Explain the merits and demerits of centralization of authority. 9

Or

- (b) What is departmentation? Explain 'departmentation by product'. 2+7=9

4. (a) Discuss need hierarchy theory of motivation. 9

Or

- (b) Explain the barriers in communications. 9

5. (a) Discuss the importance and limitations of control. 9

Or

- (b) Explain the various modern techniques of control. 9

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Paper No. : BC-102

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(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

1. Choose the correct answer and write its code in the brackets provided : 1×10=10

(a) The Board of Directors comes under the

- (i) top management
- (ii) middle management
- (iii) lower management
- (iv) None of the above

()

- (b) The father of scientific management is
- (i) H. Fayol
 - (ii) F. W. Taylor
 - (iii) Maslow
 - (iv) None of them ()
- (c) Managerial function that deals with framing organizational objectives and devising ways for achieving them is
- (i) planning
 - (ii) organizing
 - (iii) directing
 - (iv) motivation ()
- (d) Planning which covers a period of one year or less is
- (i) long-range plan
 - (ii) short-range plan
 - (iii) medium-range plan
 - (iv) None of the above ()
- (e) Relationship in organization based on personal attitudes, emotions, etc., refers to
- (i) formal organization
 - (ii) informal organization
 - (iii) legal organization
 - (iv) None of the above ()

- (f) Authority concentrating in the hands of one or few persons is
- (i) delegation
 - (ii) centralization
 - (iii) decentralization
 - (iv) None of the above ()
- (g) The five needs for every human beings is formulated by
- (i) Herzberg
 - (ii) McGregor
 - (iii) Maslow
 - (iv) Ouchi ()
- (h) Leadership style which allows subordinates make decisions or consult before deciding is
- (i) positive style
 - (ii) negative style
 - (iii) autocratic style
 - (iv) democratic style ()
- (i) Performance measurement tool which considers areas like financial, customers, internal processes and people is called
- (i) ratio analysis
 - (ii) balanced scorecard
 - (iii) BEP
 - (iv) None of the above ()

(i) ROI stands for

- (i) Return on Interest
- (ii) Return on Investment
- (iii) Return on Internet
- (iv) Return on Inventory

()

2. State whether the following statements are *True (T)* or *False (F)* by putting a Tick (✓) mark : 1×5=5

(a) PERT and CPM are techniques of modern managerial control.

(T / F)

(b) Flow of communication between departments or people on the same level is horizontal communication.

(T / F)

(c) Authority and responsibility do not go together.

(T / F)

(d) MBO and MOB have the same principles.

(T / F)

(e) Classical period of management is the period between 1800-1830.

(T / F)

(5)

3. Write short notes on the following : 2×5=10

(a) Team management

(6)

(b) Committee form of organization

(7)

(c) Centralization

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(d) Motivation

(e) Budget
