

2016

(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) Define management and discuss the functional areas of financial management and marketing management. 3+6=9

Or

- (b) Critically evaluate the non-classical approach of management thought. 9

2. (a) What do you mean by decision making?
Discuss various steps involved in
decision making. 2+7=9

Or

- (b) What is corporate planning? Explain in
detail the method of preparing a
corporate plan. 3+6=9

3. (a) Explain the concept and process of
organizing. 3+6=9

Or

- (b) What is meant by delegation of
authority? What is its importance? 3+6=9

4. (a) Describe various techniques of
increasing motivation. 9

Or

- (b) Discuss Likert's management system of
leadership.

5. (a) What is controlling? Explain the various steps involved in control process. 3+6=9

Or

- (b) "Budgetary control is an important tool of control in the hands of management." Explain. 9

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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 : 1×5=5

(a) Who introduced the concept of 'mental revolution'?

- (i) McGregor
- (ii) F. W. Taylor
- (iii) Elton Mayo
- (iv) Peter F. Drucker

()

- (b) Planning is essential for
- (i) coordinating activities
 - (ii) controlling activities
 - (iii) achieving organizational goals
 - (iv) communication ()

- (c) In departmental line organization overall control lies with
- (i) general manager
 - (ii) departmental manager
 - (iii) personnel manager
 - (iv) marketing manager ()

- (d) Which of the following is upward communication?
- (i) Orders
 - (ii) Instructions
 - (iii) Manuals
 - (iv) Reports ()

- (e) Control provides a basis for
- (i) assessing past performance
 - (ii) future action
 - (iii) fixing of responsibility
 - (iv) fixing of authority ()

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

(a) The impact of the environment on organizational structure and managerial style is the major concern of contingency approach.

(T / F)

(b) Linear programming technique is used to determine the best use of limited resources for achieving given objectives.

(T / F)

(c) Informal delegation does not arise due to position but according to circumstances.

(T / F)

(d) Paternalistic style of leadership is not based upon the sentiments and emotions of people.

(T / F)

(e) The production budget is prepared in relation to the sales budget.

(T / F)

3. Fill in the blanks :

1×5=5

(a) is a universal process in all organised, social and economic activities.

(b) is based on rational thinking.

(c) reduces the burden of top management.

(d) Negative motivation becomes a cause of

..... unrest.

(e) A budget manual spells out

..... of persons concerned with it.

4. Write short notes on the following in about
4 to 5 sentences each : 2×5=10

(a) Personnel management

(b) Strategy formulation

(c) Centralization

(d) Task management

(e) Zero-base budgeting
