

**I/BCO (iii) (Revised)**

**2008**

**COMMERCE**

Paper : BC-1.3

**( Principles of Management )**

**( Under Revised Syllabus )**

*Full Marks : 100*

*Pass Marks : 30*

*Time : 3 hours*

**( PART : B—DESCRIPTIVE )**

**( Marks : 60 )**

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

Answer *any three* questions

1. What is planning? Explain the features of planning. Enumerate the steps in planning.  
2+9+9=20
2. What are the barriers to communication?  
How to make communication effective?  
8+12=20
3. Define management process. Explain the qualities of a good manager.  
5+15=20

8/G—400/138a

*( Turn Over )*



( 2 )

4. Define the concept and nature of motivation.  
Enumerate Maslow's theory of motivation.  
7+13=20
5. "Leadership is the driving force which gets things done by others." Examine critically. 20
6. What do you mean by organizing? Explain the process and significance of organizing.  
4+16=20

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( PART : A—OBJECTIVE )

( Marks : 40 )

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

**SECTION—I**

( Marks : 10 )

1. Choose the correct answer and write the code in the given brackets : 1×3=3

(a) "Management is the art of knowing what you want to do and then seeing that it is done in the best and cheapest way." This definition of management was given by

(i) Henry Fayol

(ii) Ralph C. Davis

(iii) F. W. Taylor

(iv) Peter F. Drucker

[       ]

(b) Two-factor theory of motivation was propounded by

(i) Frederick Herzberg

(ii) McClelland

(iii) Alfred Maslow

(iv) Douglas McGregor

[ ]

(c) Organizations having a direct vertical flow of authority and responsibility from top to bottom is an example of

(i) line and staff organization

(ii) line organization

(iii) matrix organization

(iv) project organization

[ ]

2. Indicate *True (T)* or *False (F)* by a Tick (✓) mark :

1×3=3

(a) Controlling is checking performance against pre-determined standards.

( T / F )

(b) Responsibility in an organization can be delegated.

( T / F )

(c) Esprit de corps means 'union is strength'.

( T / F )

3. Fill in the blanks :

1×4=4

(a) Planning is a ..... process.

(b) ..... is a systematic attempt to probe the future by inference from known facts.

(c) ..... is the ability to persuade others to seek defined objectives enthusiastically.

(d) Informal communication is also known as

.....

( 4 )

SECTION—II

( Marks : 30 )

4. Write short notes on the following in not more than  
5 sentences each : 3×10=30

(a) Management by objectives

( 5 )

(b) Span of control

( 6 )

(c) Authority and responsibility

( 7 )

(d) Zero-based budgeting

( 8 )

(e) Horizontal communication

(f) Job enrichment

(i) Participative leadership

(j) Forecasting

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