

**I/BCO (iii)**

**2010**

**COMMERCE**

Paper : BC-1.3

**( Principles of Management )**

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. (a) Discuss the significance of management  
in modern business organizations.

(b) Explain the managerial roles as given by  
Henry Mintzberg.

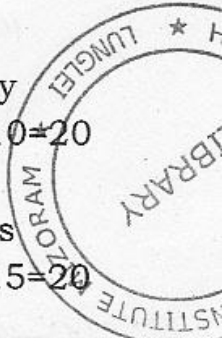
10+10=20

2. What is decision-making? Discuss the steps  
in the process of decision-making.

5+15=20

10G—400/121a

( Turn Over )



( 2 )

3. (a) Explain the process of organizing.  
(b) What is centralization of authority?  
(c) Can there be complete centralization or decentralization in any organization? State reasons.  $8+6+6=20$
4. (a) "Management is essentially a process of motivation." Comment.  
(b) Discuss Likert's system of leadership.  $10+10=20$
5. (a) State the requirements of an effective control system.  
(b) Discuss the various modern techniques of control.  $10+10=20$
6. Write notes on (any two) :  $10 \times 2 = 20$   
(a) Contingency approach to management  
(b) Strategy formulation  
(c) Non-financial incentives  
(d) Communication networks  
(e) Departmentation

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**2010**

**COMMERCE**

Paper : BC-1.3

**( Principles of Management )**

( 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 put the code in the brackets provided : 1×3=3

(a) The individual who stands in the primary chain of command for the accomplishment of primary objectives is

(i) the line executive

(ii) the staff officer

(iii) the functional boss

(iv) the project officer

[       ]

(b) Standing plan does not include

- (i) Programmes
- (ii) Policies
- (iii) Procedures
- (iv) Rules and regulation

[ (i) ]

(c) The Hawthorne experiment that established the impact of the informal group on productivity was

- (i) illumination experiment
- (ii) relay assembly room experiment
- (iii) bank wiring observation room experiment
- (iv) mass interview programme

[ ]

2. Indicate *True (T)* or *False (F)* by a Tick (✓) mark : 1×3=3

(a) The external environment is complex and beyond the control of the management.

(<sup>✓</sup>T / F)

(b) Herzberg states that providing job security can be a strong motivational factor.

(T / F)

( 3 )

- (c) There is no horizontal communication in the chain network.

( T / F )

3. Fill in the blanks :

1×4=4

- (a) *budgetary* ..... control is the oldest technique of control.

- (b) ..... means the work or duties assigned to a person by virtue of his position in the organisation.

- (c) The bureaucracy theory recognised

..... authority as the most important type in the organisation.

- (d) The assumption that work is as natural as play if the conditions are favourable was made by

.....

( 4 )

SECTION—II

( Marks : 30 )

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

(a) Scientific management



( 5 )

(b) Great man theory

( 6 )

(c) SWOT analysis



( 7 )

(d) Functional organisation

( 8 )

(e) Corporate planning

( 9 )

(f) Delegation of authority

( 10 )

(g) Financial management

(h) Hierarchy of needs

( 12 )

(i) Action is the essence of control



( 13 )

(j) Semantic barrier to communication

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