

Total No. of Printed Pages—4

3 SEM TDC MP & A (CBCS) C 307

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(Nov/Dec)

COMMERCE

(Core)

Paper : C-307

(Management Principles and Application)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

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

1. (a) State whether the following statements are True or False : 1×4=4
- (i) Management as a science, a systematized body of knowledge, principles based on repeated experiments.
 - (ii) The essence of communication is getting the receiver and the sender, turned together for a particular message.
 - (iii) Taylor called his philosophy of work as 'scientific management' whereas Fayol described his work as 'general theory of administration'.

(2)

- (iv) Abraham Maslow, an eminent US psychologist, gave a general theory of motivation known as need hierarchy theory.
- (b) Choose the correct answer from the given alternatives : $1 \times 4 = 4$
- (i) Management by objectives is also known as
- (1) management by results
 - (2) technique of worst management
 - (3) allocation of resources and responsibility
- (ii) Which of the following is not a group decision making technique?
- (1) Nominal group technique
 - (2) Brainstorming
 - (3) Delphi method
 - (4) Direct single relationship
- (iii) _____ is a universally accepted principle.
- (1) Delegation
 - (2) Organization
 - (3) Planning
- (iv) Principles of effective control are
- (1) principles of uniformity
 - (2) cost standards
 - (3) management audit

(3)

2. Write short notes on any *three* of the following : $4 \times 3 = 12$
- (a) Hawthorne experiment
 - (b) Planning premises
 - (c) External environmental analysis
 - (d) Functional organization
3. (a) Discuss the various levels of management practised in an industrial organization. 12
- Or
- (b) "Coordination is the essence of management." Explain the statement. 12
4. (a) What are the various approaches of management thought? State the features and importance of bureaucratic management approach of Max Weber. $4+4+4=12$
- Or
- (b) Define strategic planning and discuss various steps involved in strategic planning process. 12
5. (a) What is economic environment of business? State the meaning and importance of SWOT analysis. $8+4=12$

Or

- (b) Define staffing. Discuss the importance and process of staffing in big business concerns. 2+3+7=12

6. (a) Distinguish between the following : 6+6=12

- (i) Formal and Informal communications
- (ii) Autocratic and Democratic styles of leadership

Or

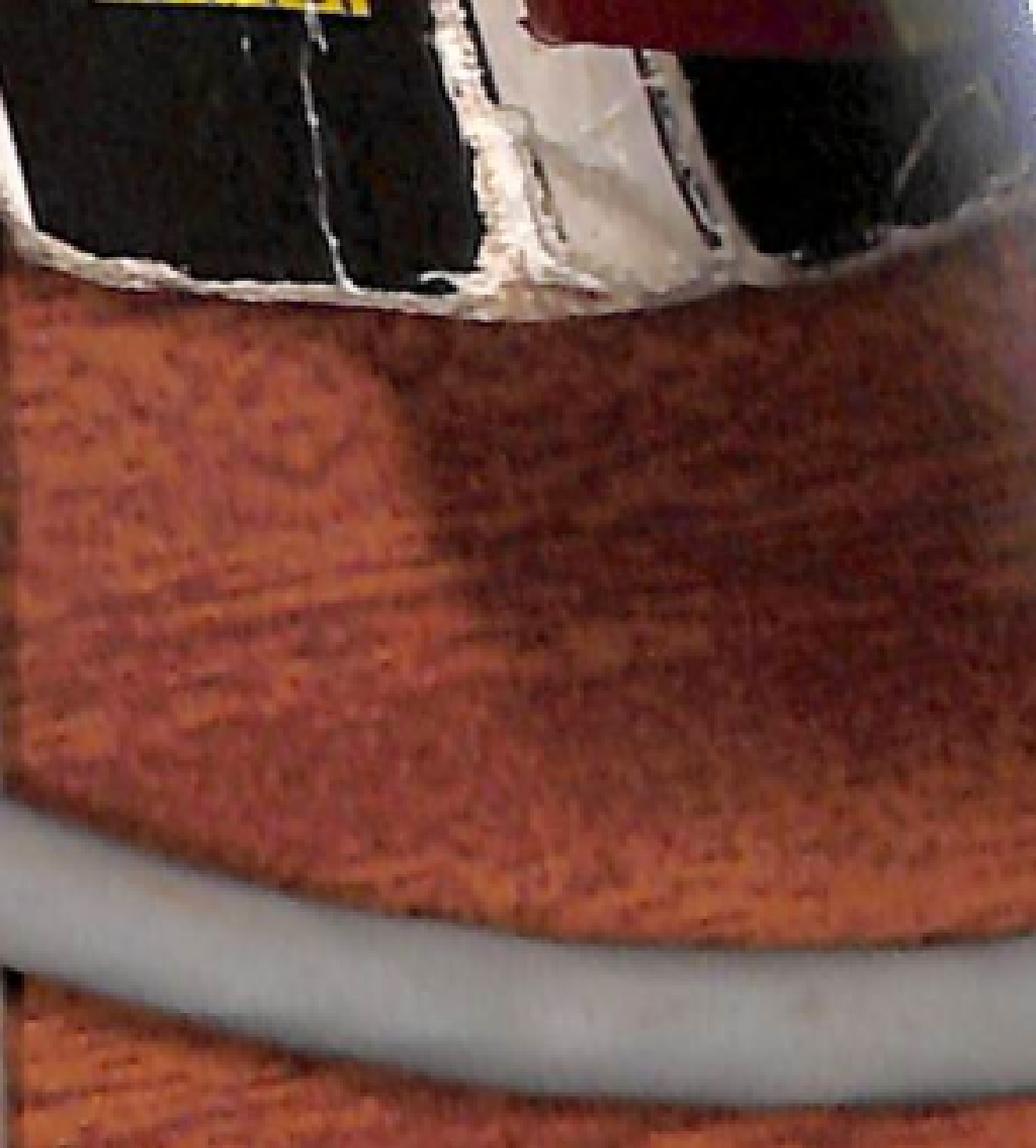
- (b) Discuss the controlling nature and relationship between planning and control. 12

7. (a) (i) Explain the concept and essentials of budgetary control.
- (ii) Write a detailed note on break-even analysis. 6+6=12

Or

- (b) Write short notes on the following : 6+6=12

- (i) Ethics of a manager
- (ii) Centralization of authority



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1. (a) State whether the following statements are True or False : 1×4=4
- (i) Administration always deals with planning and policies.
 - (ii) Supervision is an element of directing function of management.
 - (iii) Budgetary control is necessary for decentralizing the control system.
 - (iv) PERT stands for Project Evaluation and Review Technique.

(2)

(b) Choose the correct answer from the given alternatives : $1 \times 4 = 4$

(i) Which of the following is not an element of the management process?

- (1) Planning
- (2) Directing
- (3) Pricing
- (4) Staffing

(ii) The concept of work-study techniques includes

- (1) time study
- (2) fatigue study
- (3) motion study
- (4) All of the above

(iii) Controlling is related to

- (1) setting of objectives
- (2) fixing of responsibility
- (3) fixing of authority
- (4) assessing past performance

24P/376

(Continued)

(3)

(iv) Return on Investment (ROI) is used to measure

- (1) efficiency of concern
- (2) financial position of concern
- (3) solvency of concern
- (4) credit worthiness of concern

2. Write short notes on any *three* of the following : $4 \times 3 = 12$

- (a) Micro-environment of business
- (b) Line organization
- (c) Job specification
- (d) Formal communication

3. (a) "Scientific management aims to develop each man to his greatest efficiency and prosperity." Discuss. 12

Or

(b) Critically examine the contribution of Henry Fayol in the field of management. 12

4. (a) What do you mean by decision-making? Discuss the traditional techniques of decision-making. $2 + 10 = 12$

Or

(b) Discuss the following in detail : $6 + 6 = 12$

- (i) SWOT analysis
- (ii) TOWS analysis

24P/376

(Turn Over)

5. (a) What is functional organization? Discuss the demerits of functional form of organization. How does it differ from line organization? $3+5+4=12$

Or

- (b) "Authority can be delegated but accountability cannot." Explain the statement. 12

6. (a) Do leaders have common traits? Discuss in detail about various leadership theories. $4+8=12$

Or

- (b) Describe the various barriers to communication. What measures would you suggest to overcome them? $8+4=12$

7. (a) How far cost control acts as control device? Can production planning be helpful in cost controlling? $6+6=12$

Or

- (b) Discuss some of the important emerging horizons of management in the changing business environment. 12

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