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COMMERCE

Paper : COMHC3056/COMRC3056

(Principle of Management)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Choose the correct answer (any six) :   1×6=6

    (a) Who suggested equitable division of work and responsibility between management and labour?

      (i) Henry Fayol

      (ii) F. W. Taylor

      (iii) P. F. Drucker

      (iv) G. E. Mayo

    (b) Standardised way in which a task has to be performed is called

      (i) policy

      (ii) procedure

      (iii) strategy

      (iv) method

(c) _____ is a detailed guideline to a policy.

   (i) Method

   (ii) Procedure

   (iii) Rule

   (iv) Programme

(d) According to Porter's five forces model, suppliers are powerful when

   (i) satisfactory substitutes are available

   (ii) they sell a commodity product

   (iii) they offer a credible threat of forward integration

   (iv) they are in highly fragmented industry

(e) As the span of management increases in an organization, the number of levels of management in the organization

   (i) increases

   (ii) decreases

   (iii) remains unaffected

   (iv) None of the above

(f) Informal communication is also called as

   (i) wheel communication

   (ii) verbal communication

   (iii) grapevine communication

   (iv) visual communication

(g) _____ is an example of esteem needs.

   (i) Status

   (ii) Self-fulfilment

   (iii) Hunger

   (iv) Pension

(h) Leadership is a socio-psychological assumption which is related with

   (i) the development of social values

   (ii) the development of religious values

   (iii) the preservation of cultural heritage

   (iv) the guidance of the society

(i) The process of attracting qualified person to apply for the jobs that are open is referred to as

   (i) training

   (ii) recruitment

   (iii) selection

   (iv) promotion

(j) Remedial actions taken to prevent deviation in future is called

   (i) measurement of actual performance

   (ii) taking corrective actions

   (iii) analysing deviations

   (iv) setting performance standards

2. Answer the following questions (any *five*) :

2×5=10

(a) State the features of modern management theory.

(b) Define management by objectives.

(c) Write two differences between formal and informal organizations.

(d) State two qualities of a good leader.

(e) Define grapevine communication.

(f) What is management by exception?

(g) Define line and staff organization.

3. Answer the following questions (any *six*) :

5×6=30

(a) Write a note on classical approach to management.

(b) "Fortune at the bottom of the pyramid." Elucidate the statement.

(c) "Decision-making is the primary task of manager." Explain the role of decision-making in performance of managerial functions.

(d) Explain the significance of delegation of authority in an organization.

(e) Write a note on Herzberg's two-factor theory.

(f) State the requirements of effective control system in an organization.

(g) Explain why a sound system of budgetary control is essential in an organization.

(h) State five points of distinction between formal and informal communication.

(i) Explain the importance of SWOT analysis in improving the performance of a business.

(j) "Virtual organization is a useful tool of contemporary business." Comment.

4. Answer the following questions (any *two*) :

10×2=20

(a) Write in brief the contribution of learning organization in the development of modern management thought.

(b) Outline and explain the different environmental factors that create a profound impact on business.

(c) Discuss the advantages and disadvantages of decentralization of authority in an organization. 5+5=10

(d) Discuss the various barriers to communication. What measures would you suggest to overcome them?

(Continued) (Turn Over)

5. Answer the following questions (any *one*) : 14

    (a) Define business environment. Discuss BCG matrix as a technique of environment analysis. What role does a business manager play in analysis and diagnosis of business environment?

                                  2+7+5=14

    (b) Explain the four styles of leadership developed by Rensis Likert and recommend the style you consider the best and why.   10+2+2=14

    (c) Define management by change. Why do people resist changes? Discuss the likely future challenges which a manager will have to face.   2+3+9=14

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