

BBA-301

PRINCIPLES OF MANAGEMENT

Time Allotted: 3 Hours

Full Marks: 70

The questions are of equal value.

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP A

(Multiple Choice Type Questions)

1. Answer any *ten* questions. 10×1 = 10
- (i) According to Weber's ideal bureaucracy, _____ occurs when employees are placed in jobs based on technical qualifications.
- (A) career orientation (B) authority hierarchy
(C) formal selection (D) impersonality
- (ii) _____ entails supervising, disciplining, evaluating and managing the change of the four managerial resources.
- (A) controlling (B) organizing
(C) directing (D) planning
- (iii) Fayol suggested that organizations can be subdivided into _____ main areas of activity.
- (A) 14 (B) 10
(C) 5 (D) 6
- (iv) Who is credited with having developed the concept of a priority of hierarchy of needs?
- (A) F. W. Taylor (B) Vroom
(C) A. H. Maslow (D) F. U. Herzberg

- (v) The principles of management are
- (A) applicable in service organization
 - (B) applicable only in public sector organization
 - (C) universally applicable
 - (D) none of these
- (vi) Which of the following is not a barrier of communication?
- (A) semantic barrier
 - (B) difference in status and rank
 - (C) loss of transmission and retention
 - (D) all of these
- (vii) The important leadership style 'Managerial Grid' is introduced by
- (A) Mouton
 - (B) Blake and Mouton
 - (C) Earnest Dale
 - (D) G. R. Terry
- (viii) Elton Mayo is generally recognized as the father of
- (A) scientific school
 - (B) classical school
 - (C) human relations approach
 - (D) systems school
- (ix) The first function of Management is
- (A) organizing
 - (B) planning
 - (C) coordinating
 - (D) none of these
- (x) Which theory is related to change management?
- (A) two factor theory
 - (B) force field theory
 - (C) trait theory
 - (D) all of these
- (xi) In BCG matrix, 'cash cow' represents business having:
- (A) high relative market share in low growth market
 - (B) high relative market share in high growth market
 - (C) low relative market share in high growth market
 - (D) low relative market share in low growth market

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. Describe Katz's three essential management skills and how the importance of these skills changes depending upon managerial levels. 5
3. Discuss the important characteristics of "Bureaucracy." 5
4. Write a short note on 'Managerial Grid.' 5
5. What measures would you adopt to handle grapevine in your organization? 5
6. What incentives—financial or non financial—do you think are greater motivators? Discuss. 5

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. Explain the process of decision making. What are the techniques used for decision making? When is group decision-making preferred over individual decision-making? 8+4+3
8. Classical approach to management includes contributions of Taylor, Fayol and Weber—elucidate in detail. How does classical approach differ from Human Relations approach? 10+5
9. Compare and contrast Maslow's Need Hierarchy theory and Herzberg's Two-factor theory of motivation. Are there any limitations? 12+3
10. Explain the process of Organizational control. What are the essentials of effective control system? 10+5

11. Discuss the salient features of leadership. Distinguish between the leader and a manager. What are the broad categories of leadership styles? Which style would be most appropriate for an IT organization comprising highly qualified and trained professionals? 4+5+6