

CS/BBA(H)/BIRM/BSCM/ODD SEM/SEM-3/BBA-301/2016-17



**MAULANA ABUL KALAM AZAD UNIVERSITY OF
TECHNOLOGY, WEST BENGAL**

Paper Code : BBA-301

PRINCIPLES OF MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

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. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10
 - i) Management is the art of
 - a) profit making
 - b) misleading customers
 - c) getting things done by people
 - d) none of these.
 - ii) The starting point of Management process is
 - a) control
 - b) planning
 - c) leadership
 - d) none of these.

3/30011

[Turn over

CS/BBA(H)/BIRM/BSCM/ODD SEM/SEM-3/BBA-301/2016-17

- iii) The modern Management theory was proposed by
- a) Henry Fayol
 - b) Peter Drucker
 - c) Frederick Taylor
 - d) None of them.
- iv) The concept of hierarchy of needs was a contribution by
- a) McGregor
 - b) Maslow
 - c) Herzberg
 - d) None of them.
- v) Vroom's Theory of Motivation is known as Theory.
- a) Valence Expectancy
 - b) Need
 - c) X & Y
 - d) None of these.
- vi) Efficiency refers to
- a) Relationship between inputs and outputs
 - b) Relationship between costs and benefits
 - c) Increasing outputs regardless of costs
 - d) None of these.
- vii) Writing an organizational strategic plan is an example of management function.
- a) Leading
 - b) Planning
 - c) Coordinating
 - d) None of these.
- viii) Scalar Chain of Management was proposed by
- a) McGregor
 - b) F. W. Taylor
 - c) Henri Fayol
 - d) None of them.

CS/BBA(H)/BIRM/BSCM/ODD SEM/SEM-3/BBA-301/2016-17

- ix) Which of the following is not a part of manager's job ?
- a) Controlling b) Planning
c) Auditing d) Organizing.
- x) Which of the following is not a form of Autocratic Leadership ?
- a) Strict b) Free-reign
c) Rigid d) All of these.
- xi) Herzberg's experiment was based on interview of which professionals ?
- a) Accountants and Doctors
b) Scientists
c) Engineers and Doctors
d) Engineers and Accountants.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Explain the functions of different levels of management in an organization.
3. What do you mean by grapevine ? Suggest measures that can be adopted to handle grapevine in the organization.
4. Enumerate the steps of strategy formulation to achieve sustainable competitive advantage.
5. How is Need Hierarchy theory related with ERG theory ?
6. Discuss the need for 'control' in the context of an organization.

3/30011

3

[Turn over

CS/BBA(H)/BIRM/BSCM/ODD SEM/SEM-3/BBA-301/2016-17

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) Discuss different bases of Departmentation. Which base is appropriate for a global bank having operations all over the world ?
- b) Outline the factors that need to be taken into consideration while deciding the basis for departmentation. $8 + 7$
8. a) "Communication is the life-blood of an organization." In the light of this statement explain the importance of communication in modern organizations.
- b) Identify different barriers to the communication process. How can the process be made effective ? $3 + 12$
9. a) What do you mean by MBO ?
- b) Discuss briefly the steps involved in the process of MBO.
- c) Point out the advantage and limitations of MBO. $2 + 7 + 3 + 3$
10. a) Distinguish between "delegation" and "decentralization".
- b) Point out the main causes of line-staff conflict and discuss the steps which may be taken to improve the line-staff relationship. $4 + (6 + 5)$
11. a) Discuss briefly the various steps involved in the process of planned change.
- b) What are the main individual and organizational factors for resistance to change ? $8 + 7$