CS/BBA(N)/ODD/SEM-3/BBAN-301/2019-20

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Paper Code : BBAN-301

PUID : 03632 (To be mentioned in the main answer script)

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 customs

       c) getting things done by people ✓

       d) satisfying the competitors.

   ii) Leadership is the process of

       a) influencing the customers

       b) influencing the competitors

       c) influencing the group members ✓

       d) influencing the creditors.

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iii) Communication is the process of

    a) granting authority to an employee

    b) inspiring the employees so that they give their best to the organization

    c) passing information and understanding from one person to another

    d) meeting the short term debts by converting assets into cash.

iv) Management aims at

    a) effective utilization of human and material resources

    b) misusing the funds of a company

    c) retrenchment of employee

    d) punishing the undisciplined workers.

v) The starting point of management process is

    a) control   b) leadership

    c) planning   d) direction.

vi) The 'Managerial Grid' theory of leadership was developed by

    a) Maslow

    b) Blake & Mouton

    c) Survey Research Centre, Michigan University

    d) Tannenbaum.

vii) PERT/CPM are methods of

    a) Leadership development

    b) Control

    c) Motivation

    d) Performance appraisal.

viii) 'Vroom's theory of motivation is known as

    a) need theory

    b) valence expectancy theory

    c) 'x' and 'y' theory

    d) two factor theory.

ix) Scalar chain of management was proposed by

    a) F.W. Taylor   b) Henri Fayol

    c) Elton Mayo   d) Max Weber.

x) Theory of hierarchy of need was proposed by

    a) Alexander Maslow   b) Alderfer Maslow

    c) Antony Maslow   d) Abraham Maslow.

xi) The communication network among people, friends in an organization that is not officially sanctioned is known as

    a) Vertical communication

    b) Horizontal communication

    c) Grapevine

    d) gangplank.

xii) Who professed the 'Hygiene theory of motivation'?

    a) Abraham Maslow   b) Philip Kotler

    c) Herzberg   d) Douglas McGregor.

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. What measures would you adopt to handle grapevine in your organization ?

3. Management is both a science and an art – elucidate.

4. Discuss the process of planned change.

5. What factors make a leader effective ? Discuss.

6. How will you differentiate between formal and informal organization structure ? Give any *five* points.

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following. $3 \times 15 = 45$

7. What do you mean by Leadership? Discuss the different leadership styles. Write down the limitations of Leadership Styles. $2 + 9 + 4$

8. Define communications. Why is it important for any organization ?   Describe the different process of communication. http://www.makaut.com $2 + 5 + 8$

9. a)   Define 'control' in the context of an organization.

   b)   Discuss various characteristics and pre-requisites for instituting an effective control mechanism in an organization. $5 + 10$

10. What is change ?   Why do people generally resist change ?   As a manager of a large organization, what steps do you recommend for overcoming resistance to change ? $2 + 3 + 10$

11. Write notes on any *three* of the following : 3×5

    a)   Functions of a manager

    b)   Managerial grid

    c)   Span of control

    d)   Assumptions of theory X and Y

    e)   MBO.