



Name :

Roll No. :

Invigilator's Signature :

**CS / BBA(H), BIRM, BSCM / SEM-3 / BBA-301 / 2009-10
2009**

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 of the following :

10 × 1 = 10

- i) What is the nature of Management Process ?
 - a) Small
 - b) Continuous
 - c) Disjoined
 - d) None of these.

- ii) Which one of the following is a feature of good plan ?
 - a) Consistency
 - b) Highly ambitious targets
 - c) Formulated by all persons
 - d) Rigid targets.



- iii) Which of the following is important in effective decision making ?
- a) Application of limiting factors
 - b) Hard decisions
 - c) Pleasing decision
 - d) Implied decision.
- iv) In which form of organization structure are strategic business units created ?
- a) Matrix structure
 - b) Virtual structure
 - c) Project structure
 - d) None of these.
- v) Planned change includes all except one of the following elements :
- a) Technology
 - b) Structure
 - c) People
 - d) Environment.
- vi) Which one of the following element is not associated with Porter and Lawler motivation model ?
- a) Self-actualization
 - b) Esteem
 - c) Security
 - d) None of these.
- vii) Which one of the following is not a form of autocratic leader ?
- a) Strict
 - b) Rigid
 - c) Strong
 - d) Free rain.



viii) Management by exception implies that control is applied to

- a) Critical points b) All points
- c) Middle points d) Marginal points.

ix) Leadership is the process of

- a) influencing the customers
- b) influencing the group members
- c) influencing the competitors
- d) influencing the creditors.

x) The starting point of management process is

- a) Control b) Leadership
- c) Planning d) Direction.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. Define delegation of authority. State various elements of delegation.
3. Differentiate between coercive power and referent power.
4. Differentiate between line and staff management.
5. Define long-term plans. Differentiate between standing and special use plans.



GROUP – C

(Long Answer Type Questions)

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

6. Distinguish between system approach and contingency approach. Describe briefly the evaluation of management thought. $7 + 8$
7. Explain the process of communication with a diagram. Analyse the barrier to effective communication. $8 + 7$
8. Explain the various steps of MBO process. Give the limitation of MBO. Explain briefly the concept of leadership. $5 + 5 + 5$
9. Describe the process of planning. Explain briefly the process of delegation of authority. $7 + 8$

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