

Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BBA (H), BIRM, BSCM/SEM-3/BBA-301/2011-12**

**2011**

**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) Managers who are responsible for making organization-wide decisions and establishing the plans and goals that affect the entire organization are
    - a) First-line managers      b) Top managers
    - c) Production managers    d) Research managers.
  - ii) Efficiency refers to
    - a) the relationship between inputs and outputs
    - b) the additive relationship between costs and benefits
    - c) the exponential nature of costs and outputs
    - d) increasing outputs regardless of costs.
  - iii) Writing an organizational strategic plan is an example of the ..... management function.
    - a) Leading                      b) Coordinating
    - c) Planning                    d) Organizing.



- iv) Which of the following is true concerning technical and managerial skills ?
- a) Human skills and technical skills remain equally important as managers move to higher levels
  - b) Technical skill needs remain necessary and human skills decrease as managers move to higher levels
  - c) Human skills remain necessary and technical skill needs decrease as managers move to higher levels
  - d) Both human skill and technical skill needs decrease as managers move to higher levels.
- v) Scalar chain of management was proposed by
- a) F. W. Taylor
  - b) Henri Fayol
  - c) Elton Mayo
  - d) Max Weber.
- vi) A confectionary company is expanding its business in different parts of the country, it will choose departmentation by
- a) Geographic location
  - b) Product
  - c) Function
  - d) Process.
- vii) Production Orientation, Autocratic leadership style, External control, Close supervision are the features of
- a) Theory X
  - b) Theory Y
  - c) Theory Z
  - d) Theory M.
- viii) How you will motivate your senior sales manager working with a large sales team from quite a long time, in your organization, rejects the promotion offer by you as if he takes the promotion, he has to leave his family and home town ?
- a) Providing more money
  - b) Allowing him not to take the promotion
  - c) Arranging living in the other town with family
  - d) Providing facilities to his family.



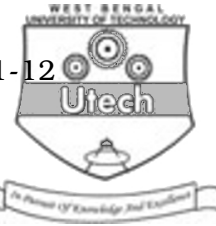
- ix) If you are the supervisor of a group of fresh entrants to the organizations, which style of leadership you will follow ?
- a) Autocratic                      b) Democratic  
c) Participative                      d) Laissez faire.
- x) The communication network among people, friends in an organization that is not officially sanctioned is known as
- a) vertical communication  
b) horizontal communication  
c) grapevine  
d) gangplank.
- xi) Authority, discipline, unity of command, and unity of direction are
- a) key features of learning organisations  
b) four of Fayol's fourteen principles of management  
c) Mckinsay's 7-S model  
d) Maslow's motivational concept.
- xii) The theory of hierarchy of need was proposed by
- a) Alexander Maslow              b) Alderfer Maslow  
c) Antony Maslow                  d) Abraham Maslow.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. Distinguish between formal and informal organisation.
3. What measures would you adopt to handle grapevine in your organisation ?
4. Management is both a science and an art — elucidate.
5. Discuss the process of planned change.
6. What factors make a leader effective ? Discuss.



**GROUP – C**

**( Long Answer Type Questions )**

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

7. Compare and contrast the classical approach and human relations approach to management thought.
  8.
    - a) Define 'control' in the context of an organisation.
    - b) Discuss various characteristics and pre-requisites for instituting an effective control mechanism in an organisation.  $5 + 10$
  9. What is change ? Why do people generally resist change ? As a manager of a large organisation, what steps do you recommend for overcoming resistance to change ?  $3 + 4 + 8$
  10.
    - a) Describe the financial and non-financial motives. Which one do you think is more important ?
    - b) Modern management necessitates a systems approach — do you agree ? Discuss.  $( 5 + 2 ) + 8$
  11. Write short notes on any *three* of the following :  $3 \times 5$ 
    - a) Functions of a manager
    - b) Managerial grid
    - c) Span of control
    - d) Assumptions of Theory X and Y
    - e) MBO.
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