



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BBA(H),BIRM,BSCM/SEM-3/BBA-301/2012-13**

**2012**

**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 :  
 $10 \times 1 = 10$ 
  - i) The concept of scientific management was given by
    - a) Frederick Taylor
    - b) Henry Fayol
    - c) Elton Mayo
    - d) Peter Drucker.
  - ii) One of the major elements of planning process is
    - a) developing leadership qualities
    - b) selecting right personnel
    - c) perception of opportunities
    - d) designing organization structure.
  - iii) Which one of the following roles does not constitute management roles as proposed by Henry Mintzberg ?
    - a) Interpersonal Roles
    - b) Informational Roles
    - c) Training Roles
    - d) Decisional Roles.



- iv) A supervisor's job is difficult because
  - a) he is linking pin between management and operatives
  - b) he has to handle technical problems
  - c) he has to deal with only uneducated workers
  - d) he is not well recognized in the organization.
- v) The concept of Management by Objectives was introduced by
  - a) Peter Drucker
  - b) Elton Mayo
  - c) George Odiorne
  - d) Rensis Likert.
- vi) Organising process does not involve which one of the following elements ?
  - a) Departmentation
  - b) Delegation of authority
  - c) Fixing responsibility
  - d) Appraisal of a subordinate.
- vii) Narrow span of Management results
  - a) Flat structure
  - b) Mechanistic structure
  - c) Tall structure
  - d) Organic structure.
- viii) A job description provides information about
  - a) nature and characteristic of the job
  - b) characteristic of the person performing the job
  - c) characteristic of the organization
  - d) characteristics of the management.
- ix) Appraisal based on results is based on
  - a) management by objective
  - b) graphic scales
  - c) critical incidents
  - d) grading system.





**GROUP - C**

**( Long Answer Type Questions )**

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

7. a) What is decision making ?  
b) Discuss the steps of decision making in detail with suitable diagram.  $3 + 12$
8. a) What is leadership ?  
b) Describe the theories of leadership.  
c) What are the leadership styles ? Discuss with advantages and limitations.  $3 + 6 + 6$
9. a) Compare and contrast Maslow's theory and Herzberg's theory.  
b) How are both related with Alderfer's ERG theory ?  
c) Which theory is more suitable in Indian context and why ?  $6 + 4 + 5$
10. a) Explain Likert's management system and identify the best leadership style.  
b) Narrate Fiedler's contingency model of leadership.  
c) Briefly elucidate managerial grid and tridimensional grid and their significance.  $5 + 5 + 5$
11. a) What are the behavioral implications of control ?  
b) Discuss some methods of overcoming the behavioural problems of control.

