



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-3/TTM-302/2009-10

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 for the following : $10 \times 1 = 10$

i) The 14 principles of Management is contributed by

- a) Taylor
- b) Mayo
- c) Maslow
- d) None of them.

ii) The famous 'Need Hierarchy Theory' of motivation was popularized by

- a) Douglaus McGregor
- b) Abraham Maslow
- c) Frederick Hertzberg
- d) None of them.



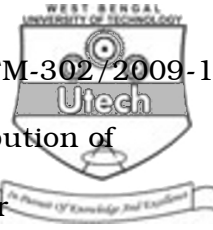
- iii) Social responsibility includes
 - a) profit maximization
 - b) depletion of natural resources
 - c) business environment
 - d) ecology protection.

- iv) Analysis and measurement of actual operations against established standards developed during planning process is called
 - a) leading
 - b) planning
 - c) controlling
 - d) organizing.

- v) Control process involves
 - a) corrective action
 - b) comparison
 - c) measurement
 - d) all of these.

- vi) Departmentation is a sub-function of
 - a) planning
 - b) organizing
 - c) directing
 - d) staffing.

- vii) Centralization implies,
 - a) the concentration of authority at the top level
 - b) the concentration of authority at the middle level
 - c) the concentration of authority at the operating level
 - d) the concentration of authority at the worker level.



- viii) The concept of ERG theory was a contribution of
- a) McGregor
 - b) Alderfer
 - c) McClelland
 - d) Vroom.
- ix) MBO is a process of
- a) setting objectives by superior
 - b) setting objectives by subordinate
 - c) setting objectives by superior & supplier
 - d) setting objectives by superior & subordinate.
- x) In communication process the essential element is
- a) sender
 - b) noise
 - c) information
 - d) none of these.

GROUP – B
(Short Answer Type Questions)

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

2. Discuss the types of communication.
3. Do you find any differences between content theories and process theories of motivation ?
4. Discuss the process of planning.
5. Discuss the *five* essentials that make the control system effective.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

6. Define the term “Planning”. State the essential elements of a good plan.
7. What do you mean by “Social Responsibility of Business” ? State the social responsibility of business towards different groups.
8. Explain the term “Leadership”. State the difference between leader and manager in brief.
9. Define the term “Controlling”. State the essential elements of a good controlling system.

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