



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-3/TTM-302/2012-13**

**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 )**

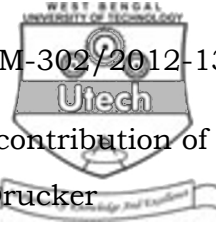
1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Which one of the following is considered as the subsidiary function of management ?
  - a) Controlling
  - b) Staffing
  - c) Organising
  - d) Innovation.
- ii) Who is a staff specialist ?
  - a) A Floor Supervisor
  - b) A trainer appointed to teach special machine operations
  - c) A General Manager
  - d) A Marketing Executive.
- iii) In the parlance of MIS a file is a collection of
  - a) data
  - b) information
  - c) records
  - d) databases.



- iv) Grapevine is likely to develop in
  - a) formal group
  - b) the top brass
  - c) informal group
  - d) the external environment of the firm.
- v) The 14 principles of Management is contributed by
  - a) F.W. Taylor
  - b) Elton Mayo
  - c) Abraham Maslow
  - d) none of them.
- vi) The 'Need Hierarchy Theory' of motivation was a contribution of
  - a) Douglas McGregor
  - b) Abraham Maslow
  - c) Fredrick Herzberg
  - d) none of them.
- vii) Control process involves
  - a) corrective action
  - b) comparison
  - c) measurement
  - d) all of these.
- viii) Who among the following is not a part of Top Level Management ?
  - a) Board of Directors
  - b) General Managers
  - c) Supervisors
  - d) Managing Director.
- ix) Management is
  - a) Art
  - b) Science
  - c) both (a) and (b)
  - d) none of these.
- x) In 'MBO' process, the junior defines his objectives in consultation with
  - a) the top brass
  - b) his supervisor
  - c) members of the external environment of the firm
  - d) staff specialist who are appointed to execute.



- xi) The 'Scientific Management Theory' is a contribution of
- a) F.W. Taylor                      b) Peter Drucker  
c) Henry Fayol                      d) Elton Mayo.
- xii) The communication between the same status of people is regarded as
- a) horizontal communication  
b) vertical communication  
c) grapevine  
d) consensus.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. Define Delegation of Authority. State various elements of Delegation.
3. Briefly discuss the importance of training.
4. What are the differences between Strategic planning and Operational planning ?
5. What is the contribution of Max Weber in Management ?
6. What is Planning ? Describe the characteristics of Planning.

**GROUP – C**

**( Long Answer Type Questions )**

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

7. What is MBO ? How is it practised ? Give the complete procedure of MBO.                       $2 + 3 + 10$
8. What are the characteristics of informal group and why do they occur in an organisation that is formal ?                       $8 + 7$
9. Elaborately state the steps in recruitment.

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10. a) What is Management ?  
b) Define function of management.  
c) What are the roles of manager ? 5 + 5 + 5
11. Write short notes on any *three* of the following : 3 × 5
- a) Centralisation
  - b) Authority and Accountability
  - c) Work study
  - d) Types of Leader
  - e) Social responsibility of business.

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