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3 SEM TDC MP & A (CBCS) C 307

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(Nov/Dec)

COMMERCE

(Core)

Paper : C-307

(Management Principles and Application)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) State whether the following statements are True or False : 1×4=4
- (i) Middle level management includes Board of Directors and Chief Executives.
 - (ii) Taylor called his philosophy of work as 'scientific management' whereas Fayol described his work as general theory of administration.
 - (iii) Tactical plans govern the day-to-day operations of a business.

(2)

- (iv) Abraham Maslow gave a general theory of motivation known as need hierarchy theory.
- (b) Choose the correct answer from the given alternatives : $1 \times 4 = 4$
- (i) Management deals with
- (1) internal environment
 - (2) external environment
 - (3) both internal and external environments
- (ii) _____ is about grouping of jobs.
- (1) Organizing
 - (2) Directing
 - (3) Planning
- (iii) Principles of effective control are
- (1) principles of uniformity
 - (2) cost standards
 - (3) management audit
- (iv) Which of the following is not a limitation of planning?
- (1) Costly process
 - (2) Rigidity
 - (3) Top management approach

(3)

2. Write short notes on any *three* of the following : $4 \times 3 = 12$
- (a) Delegation of authority
 - (b) Extrinsic motivation
 - (c) Job specification
 - (d) Planning premises
3. (a) Discuss the functions of management. "Coordination is wider than co-operation." Why? $8 + 4 = 12$
- Or
- (b) Write a full note on 'Hawthorne experiment'. 12
4. (a) What are the various approaches of management thought? State the features and importance of bureaucratic management approach of Max Weber. $4 + 4 + 4 = 12$
- Or
- (b) Define strategic planning and discuss various steps involved in strategic planning process. 12
5. (a) What is informal organization? Discuss the nature of informal organization. $4 + 8 = 12$

Or

- (b) What do you mean by the term 'authority'? Describe the main characteristics of authority. Differentiate between authority and responsibility.

2+6+4=12

6. (a) Distinguish between the following : 6+6=12

- (i) Formal and Informal communications
- (ii) Autocratic and Democratic styles of leadership

Or

- (b) Discuss the controlling nature and relationship between Planning and Control.

12

7. (a) (i) Explain the concept and essentials of budgetary control.

- (ii) Write a detailed note on break-even analysis.

6+6=12

Or

- (b) Explain the following : 6+6=12

- (i) Traditional techniques of managerial control
- (ii) Management Audit

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