

**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 organizationwide 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.  $3 \times 5 = 15$

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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