

**CS/BSM/SEM-3/BSM-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 the following :

10X1 = 10

i) Who is called 'the father of management' ?

- a) Fayol b) Taylor
- c) Hawthorne d) Alderfer.

ii) Which is not a content theory ?

- a) Herzberg theory
- b) VIE theory
- c) Maslow theory
- d) ERG theory.

iii) According to Fayol the numbers of management functions are

- a) 1 b) 2
- c) 5 d) 8.

iv) Which is not a part of Fayol principles from the following ?

- a) Unity of command b) Unity of direction
- c) Discipline d) Unity of right.
- v) Liaison role of a manager means,

- a) maintaining the relationship with trade union
  - b) maintaining the relationship with employers
  - c) maintaining the relationship with suppliers
  - d) none of them.
- vi) Leadership 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 Achievement theory was a contribution of
- a) McGregor b) Likert
  - c) McClelland d) Vroom.
- ix) From the following which is not treated as a nonfinancial incentive ?
- a) Status b) Power
  - c) Money d) Promotion.
- x) 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.

### **GROUP – B**

#### **( Short Answer Type Questions )**

Answer any *three* of the following. 3X5 = 15

2. Discuss the process of strategy formulation.

3. Do you find any difference between content theories and process theories of motivation ? Discuss the relationship between planning and decision making. 3 + 2
4. What do you mean by management ? “Management has an importance in productivity.” Do you agree ? Discuss. 2 + 3
5. Discuss the five essentials that make the control system effective.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following. 3X15 = 45

6. What steps are taken by the management to face the environmental changes ? Discuss the process of planned change. 8 + 7
7. Explain the ERG theory of motivation. How will you differentiate the centralization & decentralization concept ( give 5 points ) ? Discuss the process of planning.
8. What techniques / tools are used to analyse the environment ? Discuss the process of communication.
9. Discuss the process of controlling. What is departmentation ? 7 + 8

5 + 5 + 5

7 + 8