

CS/HM/SEM-1/BHM-101/2012-13

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) Who was known as the father of Time and Work study ?
    - a) Frederick Taylor b) Frank Gilbreth
    - c) Henry Gantt d) Staffing.
  - ii) Max Weber developed the concept \_\_\_\_\_ in Management.
    - a) Meritocracy b) Democracy
    - c) Aristocracy d) Bureaucracy.
  - iii) Motivation is a function of
    - a) Organizing b) Directing
    - c) Staffing d) Controlling.
  - iv) Concept of ERG theory was a contribution of
    - a) McClelland b) McGregor
    - c) Alderfer d) Vroom
  - v) Social responsibility includes
    - a) Depletion of natural resources
    - b) Profit Maximization
    - c) Ecology Protection

- d) Business Environment.
- vi) Hawthorne Experiment has been conducted by
  - a) Elton Mayo b) Henry Fayol
  - c) Harold Koontz d) Frederick Taylor.
- vii) The process of searching goals and suitable course of action for achieving goals is known as
  - a) Planning b) Controlling
  - c) Organizing d) None of these.
- viii) Two-factor theory of motivation was proposed by
  - a) Herzberg b) Alderfer
  - c) McClelland d) Vroom.
- ix) Conceptual skills are more needed by
  - a) Functional management
  - b) Top management
  - c) Middle management
  - d) Junior management.
- x) The dispersal of authority at various levels of the organization is known as
  - a) Decentralization of authority
  - b) Definition of authority
  - c) Deployment of authority
  - d) Delegation of authority.
- xi) Strategic Planning is done at \_\_\_\_\_ levels of management.
  - a) higher b) middle
  - c) lower d) operational.
- xii) The process of searching and attracting prospective applicants for a job is known as –
  - a) Placement b) Employment

c) Recruitment d) Appointment.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following. 3 × 5 = 15

2. Management is both a science and an art – elucidate.
3. a) What do you mean by “Training” and “Development” ?  
b) Distinguish Training from Development. 2 + 3
4. Discuss Maslow’s Hierarchy of needs theory.
5. What do you understand by “Social Responsibility of Management” ?
6. Distinguish Formal organization from Informal organization.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following. 3 × 15 = 45

7. Describe Fayol’s Principles in detail. 15
8. a) What is an organization ? State its importance.  
b) Discuss different types of organization structure with appropriate diagram. (2 + 3) + 10
9. a) Define the term ‘management’.  
b) Write down the importance of management  
c) Briefly describe Operational Approach to management. 2 + 6 + 7
10. a) Define Control  
b) Discuss the steps involved in control  
c) State the major features of a good control system. 3 + 5 + 7
11. a) What do you understand by Recruitment and Selection ?  
b) Discuss in brief the steps involved in recruitment of

blue-collar employees in an industrial organization.

5 + 10

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