

Name :

Roll No. :

Invigilator's Signature :

CS/BBA(H),BIRM,BSCM/SEM-3/BBA-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.*

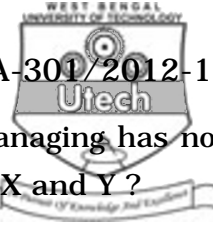
GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :
 $10 \times 1 = 10$
- i) The concept of scientific management was given by
 - a) Frederick Taylor b) Henry Fayol
 - c) Elton Mayo d) Peter Drucker.
 - ii) One of the major elements of planning process is
 - a) developing leadership qualities
 - b) selecting right personnel
 - c) perception of opportunities
 - d) designing organization structure.
 - iii) Which one of the following roles does not constitute management roles as proposed by Henry Mintzberg ?
 - a) Interpersonal Roles b) Informational Roles
 - c) Training Roles d) Decisional Roles.



- iv) A supervisor's job is difficult because
 - a) he is linking pin between management and operatives
 - b) he has to handle technical problems
 - c) he has to deal with only uneducated workers
 - d) he is not well recognized in the organization.
- v) The concept of Management by Objectives was introduced by
 - a) Peter Drucker
 - b) Elton Mayo
 - c) George Odiorne
 - d) Rensis Likert.
- vi) Organising process does not involve which one of the following elements ?
 - a) Departmentation
 - b) Delegation of authority
 - c) Fixing responsibility
 - d) Appraisal of a subordinate.
- vii) Narrow span of Management results
 - a) Flat structure
 - b) Mechanistic structure
 - c) Tall structure
 - d) Organic structure.
- viii) A job description provides information about
 - a) nature and characteristic of the job
 - b) characteristic of the person performing the job
 - c) characteristic of the organization
 - d) characteristics of the management.
- ix) Appraisal based on results is based on
 - a) management by objective
 - b) graphic scales
 - c) critical incidents
 - d) grading system.



- x) Which one of the following aspects of managing has not been emphasized by McGregor's theories X and Y ?
- a) Planning b) Organizing
- c) Directing d) Appraising.
- xi) Which of the following is not a type of a 'plan' ?
- a) Mission
- b) Budget
- c) Objective
- d) Management Information System.
- xii) A "Gang Plank" is related to
- a) Organizational communication
- b) Organizational productivity
- c) Organizational control
- d) Organizational structure.

GROUP - B

(Short Answer Type Questions)

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

2. Discuss the steps of MBO in brief.
3. Briefly explain Matrix structure of an organization.
4. Define delegation of authority. State various elements of delegation.
5. "Planning is looking ahead and control is looking back" — comment.
6. Differentiate between line and staff relationship and diagrammatically represent the same depicting the flow of communication and accountability.



GROUP - C

(Long Answer Type Questions)

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

7. a) What is decision making ?
b) Discuss the steps of decision making in detail with suitable diagram. $3 + 12$
8. a) What is leadership ?
b) Describe the theories of leadership.
c) What are the leadership styles ? Discuss with advantages and limitations. $3 + 6 + 6$
9. a) Compare and contrast Maslow's theory and Herzberg's theory.
b) How are both related with Alderfer's ERG theory ?
c) Which theory is more suitable in Indian context and why ? $6 + 4 + 5$
10. a) Explain Likert's management system and identify the best leadership style.
b) Narrate Fiedler's contingency model of leadership.
c) Briefly elucidate managerial grid and tridimensional grid and their significance. $5 + 5 + 5$
11. a) What are the behavioral implications of control ?
b) Discuss some methods of overcoming the behavioural problems of control.

