

Total No. of Printed Pages—4

3 SEM TDC MP & A (CBCS) C 307

2 0 2 4

(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.

(iv) Abraham Maslow gave a general theory of motivation known as need hierarchy theory.

(b) Choose the correct answer from the given alternatives : 1×4=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

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

★ ★ ★