

3 SEM TDC MP & A (CBCS) C 307

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(Held in January/February, 2022)

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) Henri Fayol developed his idea regarding the functions of management.
 - (iii) Strategic plans provide the framework and direction for lower-level planning.
 - (iv) Tactical plans govern the day-to-day operations of a business.

(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) Which of the following is not a limitation of planning?

- (1) Costly process
- (2) Rigidity
- (3) Top management approach

(iv) The basic role of strategy is to provide

- (1) setting procedure
- (2) direction of control
- (3) direction of action

2. Write short notes on any *three* of the following : $4 \times 3 = 12$

(a) Formal organization

(b) Delegation of authority

(c) Extrinsic motivation

(d) Formal communication

3. (a) Discuss the functions of management. "Coordination is wider than cooperation." Why? $8 + 4 = 12$

Or

(b) Write a full note on 'Hawthorne experiment'. 12

4. (a) Discuss the importance of planning functions in management. 12

Or

(b) What do you understand by the term 'planning'? Discuss about the various techniques of planning. $4 + 8 = 12$

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) What is motivation? Discuss the importance of motivation as a tool of supervision.

4+8=12

Or

- (b) Define leadership. Are there any traits which seem to be common to all successful leaders?

2+10=12

7. (a) (i) "Planning and controlling are two inseparable functions of management." Discuss.

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- (ii) Write a detailed note on traditional techniques of managerial control.

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Or

- (b) Explain the following :

6×2=12

- (i) Zero-base budgeting

- (ii) Management audit
