

2017

(1st Semester)

COMMERCE

Paper No. : BC-102

(Principles of Management)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 45)

*The figures in the margin indicate full marks
for the questions*

1. (a) Discuss the role of a manager in the present context of business. 9

Or

- (b) What is contingency approach to management? Critically evaluate the contingency approach. 3+6=9

(2)

2. (a) Define planning. Discuss the nature of planning. 2+7=9

Or

- (b) What is meant by 'management by objectives'? Discuss the benefits which an organization will get while implementing MBO programme. 3+6=9

3. (a) Explain the merits and demerits of centralization of authority. 9

Or

- (b) What is departmentation? Explain 'departmentation by product'. 2+7=9

4. (a) Discuss need hierarchy theory of motivation. 9

Or

- (b) Explain the barriers in communications. 9

5. (a) Discuss the importance and limitations of control. 9

Or

- (b) Explain the various modern techniques of control. 9
