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(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) Explain the 'managerial roles' as proposed by Henry Mintzberg. 9
- Or
- (b) Discuss in brief the various functional areas of management. 9
2. (a) What is meant by Management by Objectives (MBO)? Explain its advantages. 3+6=9

Or

- (b) Explain the meaning of the term 'strategy'. Discuss the various steps involved in strategy formulation. 3+6=9

3. (a) Discuss the principles of delegation of authority. 9

Or

- (b) Distinguish between formal and informal organizations. 9

4. (a) Describe in brief McGregor's theory of motivation (theory X and theory Y). 9

Or

- (b) Define leadership. What is its importance in management? 3+6=9

5. (a) Define control. Explain the requirements of an effective control system. 3+6=9

Or

- (b) What is meant by budgetary control? Explain its advantages and limitations (3 points each). 3+6=9
