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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) Define the concept of management and bring out its importance in the present-day context. 4+5=9

Or

- (b) Assess the contributions of Henry Fayol in management thought. 9

(2)

2. (a) "Planning is an intellectual process, the conscious determination of courses of action, the basis of decisions on purposes, facts and estimates." Discuss the statement and identify the steps involved in planning process. 9

Or

- (b) What do you mean by 'management by objectives'? What are the different steps involved in it? 3+6=9

3. (a) What is departmentation? How is it essential for the management of a business enterprise? 3+6=9

Or

- (b) Discuss the merits and demerits of decentralization of authority. 9

4. (a) What do you mean by 'leadership styles'? Suggest the best leadership style for Indian managers. Justify your suggestion. 3+6=9

Or

- (b) What are the barriers in communication? How can communication be made effective? 3+6=9

(3)

5. (a) Give a brief note on modern techniques of controlling.

9

Or

- (b) Why is control a must in business management? What are the requirements of an effective control system?
