



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BHSM/SEP.SUPPLE/SEM-6/HPM-607/2012**

**2012**

**PRINCIPLES OF MANAGEMENT**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10
  - i) Which one of the following terms is not associated with social responsibility ?
    - a) Social commitment
    - b) Social concern
    - c) Social programme
    - d) Social structure.
  - ii) Which one of the following principles is not related to co-ordination ?
    - a) Principle of direct contact
    - b) Principle of timing
    - c) Principle of continuity
    - d) Principle of delegation.



- iii) Which one of the following is not a form of autocratic leader ?
- a) Strict
  - b) Benevolent
  - c) Incompetent
  - d) Free rein.
- iv) Managerial grid has been developed by
- a) Blake and Mouton
  - b) W. J. Reddin
  - c) Rensis Likert
  - d) Elton Mayo.
- v) Grapevine is a type of
- a) informal communication
  - b) formal communication
  - c) written communication
  - d) pictorial communication.
- vi) Noise is the
- a) disturbance in communication
  - b) making meeting
  - c) shout by the children
  - d) help in communication.
- vii) Delegation means
- a) Differentiation
  - b) Distribution
  - c) Diversification
  - d) Population.
- viii) The last need of Maslow's need hierarchy is
- a) Self estimation
  - b) Self actualization
  - c) Safety need
  - d) Physiological need.
- ix) Functional area of management is
- a) Planning
  - b) Training
  - c) Performance Appraisal
  - d) Motivation.



- x) Organisational culture is shaped by
  - a) Managers
  - b) Employees
  - c) Rules and Regulations
  - d) Suppliers.
- xi) Departmentalisation is based on
  - a) specialisation at work
  - b) personal authority
  - c) size of the organization
  - d) ease of feedback.
- xii) Advertising, sales, promotion, publicity and personal selling is
  - a) marketing mix                      b) communication mix
  - c) product mix                        d) none of these.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.                      3 × 5 = 15

- 2. Co-ordination is the essence of management. Explain.
- 3. Explain the various channels of communication.
- 4. Discuss the Need-hierarchy theory of Motivation advocated by Maslow.
- 5. Differentiate between power and authority.
- 6. What are the different steps involved in the communication process ?



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Define controlling. Outline the steps involved in control process. What are the different techniques of controlling ?
8. a) Management is both a science and an art. Discuss.  
b) Examine the important principles of management.
- $6 + 9$
9. What is departmentation ? What factors determine departmentation ? Mention the various bases of departmentation.
- $3 + 5 + 7$
10. a) Are motivation linked to productivity ? Give your views.  
b) What is MBO ? Narrate the steps involved in implementing MBO in an organisation.
- $5 + 10$
11. Write short notes on any *three* of the following :  $3 \times 5$
- a) Styles of leadership  
b) Barriers in communication  
c) Professionalization of management  
d) Delegation of authority  
e) Span of control.
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