	<u>Utech</u>
Name :	
Roll No.:	To Date of Knowledge 2nd Excited
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: $10 \times 1 = 10$
 - 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.

SS-221 Turn over

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iii)		ch one of the following ler?	gis			
	a)	Strict	b)	Benevolent		
	c)	Incompetent	d)	Free rein.		
iv)	Mar	Managerial grid has been developed by				
	a)	Blake and Mouton	b)	W. J. Reddin		
	c)	Rensis Likert	d)	Elton Mayo.		
v)	Gra	pevine is a type of		·		
	a)	informal communicati	on			
	b)	formal communication	ı			
	c)					
	d)					
vi)	Noise is the					
	a)	disturbance in commu	ınica	tion		
	b)	making meeting				
	c)					
	d)	help in communication	n.			
vii)	Dele	elegation 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.

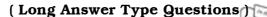
GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 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



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 : 3×5

4

- a) Styles of leadership
- b) Barriers in communication
- c) Professionalization of management
- d) Delegation of authority
- e) Span of control.

SS-221