

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL**

Paper Code : HM-MU 701 Principles of Management &amp; Organizational Behaviour

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 (Very Short Answer Type Question)**

1. Answer any ten of the following :

[ 1 x 10 = 10 ]

- (i) \_\_\_\_\_ is meant by KAIZEN in TQM.
- (ii) \_\_\_\_\_ is a personality characteristic indicating one's willingness to do whatever it takes to get one's way.
- (iii) The phenomenon whereby an individual in a group will tend to end up agreeing with a strong majority opinion in spite of their own judgement is known as  
☒ normative influence  
☐ informative influence  
☐ critical mass influence  
☐ bullying influence
- (iv) What does question mark symbolize in BCG matrix ?  
☐ Remain diversified  
☐ Stable  
☐ Invest  
☐ Liquidate
- (v) Management by Objective (MBO) is also known as \_\_\_\_\_  
☐ Management by results  
☒ Management by goals  
☐ Management by planning  
☐ Management by evaluation
- (vi) \_\_\_\_\_ statement shows the flow of cash and cash equivalents during the financial period.
- (vii) The theory that studies leadership by looking at leaders in terms of what they do is  
☐ contingency theory  
☒ Path goal theory  
☐ Behaviour theory  
☐ life cycle theory
- (viii) Leadership is a process by which a person influences others to accomplish an objective and directs the organization in a way that makes it more \_\_\_\_\_ and \_\_\_\_\_
- (ix) Which among the following is a type of control chart for variables?  
☐ C chart  
☐ P chart  
☒ X Bar chart  
☐ U chart
- (x) The stage of group development wherein members develop a close relationship and demonstrate cohesiveness is  
☐ Storming  
☒ Norming  
☐ Forming  
☐ Adjourning
- (xi) What do you mean by social advertisements?
- (xii) What is the Pareto principle?  
☐ No tools are used wrong  
☐ No process is defined  
☐ Many resignations  
☒ All of the above

**Group-B (Short Answer Type Question)**

Answer any three of the following

[ 5 x 3 = 15 ]

2. Briefly discuss the components of Product Mix. [5]
3. Discuss briefly, the benefits of process control. [5]
4. Highlight the fourteen principles of management by Henry Fayol. [5]
5. What are the barriers involved in effective communication? [5]
6. What are the objectives of financial statement analysis? [5]

**Group-C (Long Answer Type Question)**

Answer any three of the following

[15 x 3 = 45]

7. What is planning? Explain the steps involved in planning. [15]
8. (a) What is the role of maintenance management? [4]
- (b) What are the 4 types of maintenance? Discuss. [8]
- (c) What is effective maintenance? [3]
9. Explain the various functions of management. [15]
10. (a) Define decision-making. [3]
- (b) Explain the process of decision-making that affects the efficiency of the business decisions [12]
11. (a) Explain Maslow's theory of hierarchy of needs. [8]
- (b) State the real life implications of the need hierarchy theory of motivation. [7]

\*\*\* END OF PAPER \*\*\*

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