



UNIVERSITY OF NORTH BENGAL  
B.Com. Honours 1st Semester Examination, 2024

CC2-COMMERCE

MANAGEMENT PRINCIPLES AND APPLICATIONS

REVISED NEW SYLLABUS

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

GROUP-A

Answer any **two** questions

12×2 = 24

1. 'To manage is to forecast and plan, to organise, to command, to coordinate and to control'— Henri Fayol. In the light of this statement, discuss the principles of management developed by Henri Fayol. 12
2. (a) 'Failing to plan is planning to fail.'— Comment. 6  
(b) Explain the different types of plan. 6
3. (a) Distinguish between decentralisation and delegation of authority. 6  
(b) "Organisation is an important step to achieve business goals"— Explain. 6
4. (a) "Communication acts as a catalyst for management." In the light of this statement, highlight the importance of communication in the management process. 6  
(b) Explain the various channels of communication which are generally used in modern business organisation. 6

GROUP-B

5. Answer any **four** questions:

6×4 = 24

- (a) Explain the 'Maslow's Hierarchy of Need Theory'. 6
- (b) 'Recruitment is a positive while selection is a negative process'— Justify. 6
- (c) Explain the different steps involved in the process of controlling. 6
- (d) Enumerate the essential qualities of a successful leader. 6
- (e) Explain the 'Four Quadrants' of BCG Matrix. 6
- (f) State the significance of coordination in the process of management. 6

GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) What do you understand by the term 'departmentation'? 3
- (b) What is 'Strategic Planning'? 3
- (c) Briefly explain the concept of 'Selection'. 3
- (d) Distinguish between the concept of functional and divisional form of organisational structure. 3
- (e) What is SWOT Analysis? 3
- (f) Write a short note on 'non-monetary incentives'. 3

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