



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

ACFIMAJ101/BMNGMAJ101-COMMERCE

MANAGEMENT PRINCIPLES AND APPLICATIONS

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1. Answer any *four* questions: 3×4 = 12
- (a) Define span of control. 3
 - (b) Write down three qualities of a Successful Leader. 3
 - (c) Define External Co-ordination. 3
 - (d) Define Scientific Management. 3
 - (e) What do you mean by participative decision making? 3
 - (f) Write down three differences between formal and informal communication. 3

GROUP-B

2. Answer any *four* questions: 6×4 = 24
- (a) Write a short note on SWOT Analysis. 6
 - (b) Write down three advantages and three drawbacks of Autocratic Style of Leadership. 3+3
 - (c) Explain the steps involved in planning process. 6
 - (d) Write down the differences between Recruitment and Selection. 6
 - (e) Write down the features of Contingency Approach to Management. 6
 - (f) Explain various forms of organisational structure prevailed in an organisation. 6

GROUP-C

Answer any *two* questions

12×2 = 24

3. (a) Define Management. 2+3+7
- (b) Describe its main characteristics.
- (c) Discuss the principles of management as propounded by Henry Fayol.
4. (a) What do you mean by Delegation of Authority? How is it different from Decentralization? 2+4+6
- (b) Discuss how delegation of authority can be made effective.
5. (a) What do you mean by motivation? 2+4+6
- (b) What is the importance of motivation in an organisation?
- (c) Explain McGregor's Theory X and Theory Y of motivation.
6. (a) What is Controlling? 2+4+6
- (b) What are the limitations of controlling in an organisation?
- (c) State the principles of effective controlling in an organisation.

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