



**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:  $3 \times 4 = 12$

- (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:  $6 \times 4 = 24$

- (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**  $12 \times 2 = 24$

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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