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| Student's Roll No. |  | - |  |  | - |  |  | - |  |  |  |  |
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**3rd SEMESTER EXAMINATION – BBA  
NOV – DEC 2009**

**PRINCIPLES OF MANAGEMENT  
(HONOURS)**

**PNMA3301**

Monday, December 07, 2009

09:30 am to 11:30 am

Time allowed: 2 hours

Full Marks: 50

**Instructions:**

- Use fountain pen or ball-point pen of blue or black ink.
- Answer in your own words as far as practicable.
- Do not write anything on the Question paper other than Roll No.

**GROUP –A**

1. Answer **any five** questions. (5x2 = 10)
- (a) Why is management considered to be a developing profession?
  - (b) State two major differences between the human relations school and Behavioural School of management.
  - (c) Distinguish between planning and forecasting .
  - (d) What are the different types of planning premises ?
  - (e) State unity of command and direction principles according to Fayol .
  - (f) Mention the various types of business decisions .
  - (g) What do you mean by management by exception ?

**GROUP – B**

Answer **ANY FOUR** questions (4 x 10 = 40)

2. (a) Discuss the systems theory of management.  
(b) Compare and contrast the systems theory with the contingency theory of management. ( 7 + 3 )
3. (a) Analyse the elements of an effective control system.  
(b) What is feed forward control? ( 7+3 )
4. (a) Discuss the process of Management by Objectives (MBO) .  
(b) What are the prerequisites of implementing an effective MBO system. ( 6 + 4 )
5. (a) Define the levels of management.  
(b) Explain the principal roles of a business manager. ( 3 + 7 )
6. (a) What is organization structure ?  
(b) How do you design the structure of a large retail organization? ( 2 + 8 )
7. (a) What is the difference between delegation and decentralization?  
(b) Briefly explain the different bases of departmentation. ( 3+ 7 )

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