

**Student's Roll No.....**  
**(To be written before writing any answer)**

**Subject code: POM E**

**SEMESTER I - B. COM. EXAMINATION 2007**  
**PRINCIPLES OF MANAGEMENT (HONOURS)**

**Full Marks: 50**

**Time: 2 hrs**

**Students should answer in their own words as far as practicable.**

**ANSWER ALL GROUPS.**

**GROUP A**

**Answer ANY FIVE**

**(5x2=10)**

1.
  - a) What do you mean by strategic planning?
  - b) Is there any relation between planning and control? Argue your case.
  - c) Draw a diagram showing line and staff relationship in an organization.
  - d) Give two characteristics of Max Weber's Bureaucratic model.
  - e) What do you mean by Budgetary Control?
  - f) 'Management is what managers do'. Do you agree? Justify.
  - g) State the limitations of control.
  - h) What is Motion Study?

**GROUP B**

**Answer ANY FOUR**

**(4x5=20)**

2. Explain in brief the systems approach to management.
3. Compare between coordination and co-operation.
4. Discuss the obstacles to delegation of authority.
5. Why is a matrix organisation better than a traditional form of organization?
6. Write in brief about the different qualitative techniques of forecasting used in business.
7. Is decentralization preferable to centralization? Argue.

**GROUP C**

**Answer ANY TWO**

**(2x10=20)**

8. Explain the term 'Span of Management' Analyse the factors determining the span in an organization
9. What do you mean by 'MBO'? Discuss its process in detail
10. Make a comparison between the Classical School of thought and the Human Relations School.

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Subject Code: POME

**SEMESTER I - B. COM. EXAMINATION 2007  
PRINCIPLES OF MANAGEMENT (GENERAL)**

**Full Marks: 50**

**Time: 2 hrs**

**Students should answer in their own words as far as practicable.**

**ANSWER ALL GROUPS**

**GROUP A**

**Answer ANY FIVE**

**(5x2=10)**

1.
  - a) Define Planning.
  - b) Why is F.W. Taylor known as the Father of Scientific Management?
  - c) What is delegation of authority?
  - d) What does staffing involve?
  - e) Is management a science or an art?
  - f) What is Control?
  - g) State the importance of organizing as a management function.
  - h) What do you mean by unity of direction?

**GROUP B**

**Answer ANY FOUR**

**(4x5=20)**

2. Differentiate between Planning and Control.
3. Elucidate the significance of Coordination.
4. Explain 'functional departmentation' with a diagram.
5. Discuss the concept of 'span of management'.
6. What are the different steps in planning? Elaborate.
7. Is forecasting essential for planning? Give your opinion.

**GROUP C**

**Answer ANY TWO**

**(2x10=20)**

8. Define coordination. What are the different techniques of coordination?
9. What are the different ways in which management interacts with the business environment? Explain.
10. Discuss the contributions of H. Fayol to management thought.

Student's Roll No. :.....  
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Subject Code: POMH

**SEMESTER I - B. COM. EXAMINATION 2008  
PRINCIPLES OF MANAGEMENT (HONOURS)**

**Full Marks: 50**

**Time: 2HRS.**

**Students should answer in their own words as far as practicable.**

**ANSWER ALL THE GROUPS**

**GROUP A**

**Answer any FIVE questions:**

**(5x2=10)**

1.
  - a) 'Management is a social process'. Briefly discuss.
  - b) Draw a diagram showing the matrix organization structure.
  - c) What is line authority?
  - d) What do you mean by planning premises?
  - e) In what way does feed forward control help an organization?
  - f) Explain the principle 'esprit de corps' as advocated by Henry Fayol.
  - g) What do you mean by 'span of management'.
  - h) Briefly state the meaning of 'staffing' as a function of management.

**GROUP B**

**Answer any FOUR questions:**

**(4x5=20)**

2. Narrate any one of the modern theories of management.
3. How can MBO be made effective in a modern organization?
4. 'Co-ordination is not a separate function of management. It lies at the core of management'. Explain.
5. Enumerate the findings of the Hawthorne Studies.
6. What do you mean by the 'human aspect' of control?
7. Elucidate the concept of bilateral 'mental revolution' as enunciated by F. W. Taylor.

**GROUP C**

**Answer any TWO questions:**

**(2x10=20)**

8.
  - a) Discuss the quantitative and qualitative techniques of forecasting.
  - b) Can the manager fully depend on forecasting results? Give your opinion. **(8+2=10)**
9.
  - a. What happens if the manager fails to take cognizance of the dynamics of the external environment in his decision making process? Comment.
  - b. In this context, analyse the role various elements in the environment that affect the working of a business. **(4+6=10)**
10.
  - a) Explain the line and staff organizational relationship with an appropriate diagram. **(2+2=4)**
  - b) State the reasons behind line and staff conflicts and also prescribe the solutions. **(3+3=6)**

**1. Answer any FIVE questions**

**(5x2=10)**

- a) "What does "Universality of Management" imply?
- b) Is management a science or an art? Justify your answer.
- c) What do you understand by 'esprit de corps'?
- d) State the contribution of Mary Parker Follet to management theory.
- e) "Planning is pervasive." Comment.
- f) What is strategic planning?
- g) Define forecasting.

**2. Answer any FOUR questions**

**(4x5=20)**

- a) "Management 'is a human, group, social, integrative and continuous process,'" Analyse the statement.
- b) Differentiate between Human Relations School and Behavioural Science School of Management.
- c) What are the major findings of the Hawthorne Experiments? State their utility to practising managers.
- d) Explain the Contingency approach to management.
- e) Discuss the barriers to effective planning. State any two measures to overcome such barriers.
- f) Discuss the concept of MBO as advocated by Peter Drucker.

**3. Answer any TWO questions**

**(2x10=20)**

- a) Illustrate with suitable diagram, the significance of the interaction between management and its environment for the purpose of making effective decisions.
- b) Critically analyse the Scientific Management theory.
- c) Discuss the various quantitative and qualitative techniques of forecasting.

**PRINCIPLES OF MARKETING**  
**(Marketing Management Specialisation)**

**3<sup>rd</sup> B. COM. (EVENING)**  
**SEMESTER V**  
**(Room 37)**

**Date: 19/09/2008**  
**TIME: 1 hr. 45mins**  
**MARKS: 50**

**GROUP A**

**1. Answer any THREE questions: (3x4=12)**

- a) Briefly explain the importance of market segmentation.
- b) How does branding help the consumers and the manufacturer?
- c) Explain the concept of 'ethical pricing'.
- d) Identify the tools of the marketing communications mix.

**GROUP B**

**2. Answer any THREE questions: (3x8=24)**

- a) Explain the various decisions that companies make regarding the determination of product lines and product mixes.
- b) What is packaging? Explain its functions. **(2+6=8)**
- c) Explain full the effects of advertising on society.
- d) Discuss the importance of pricing in the marketing mix.

**GROUP C**

**3. Answer any ONE questions: (1x14=14)**

- a) Describe the environmental forces that create an impact on a company's ability to achieve its business objectives.
- b) Discuss in detail the factors that influence the determination of the price of a product.