

**FUNDAMENTALS OF MANAGEMENT  
(CBS2103)**

**Time Allotted : 2½ hrs**

**Full Marks : 60**

*Figures out of the right margin indicate full marks.*

*Candidates are required to answer Group A and  
any 4 (four) from Group B to E, taking one from each group.*

*Candidates are required to give answer in their own words as far as practicable.*

**Group – A**

1. Answer any twelve:

**12 × 1 = 12**

*Choose the correct alternative for the following*

- (i) The theory of scientific management was pioneered by  
(a) Henry Fayol (b) Fredrick Taylor  
(c) Elton Mayo (d) Max Parker Folett
- (ii) Pure science principles are rigid, whereas management principles are relatively  
(a) contingent (b) dependent  
(c) flexible (d) absolute
- (iii) The example of an investment decision is  
(a) programmed decision (b) routine decision  
(c) management decision (d) non-programmed decision
- (iv) Non-programmed decisions are generally  
(a) one type occurrence  
(b) routine and repetitive  
(c) handlewell structuredperoblems  
(d) results in making a choice from many alternatives
- (v) Decision making which are generally routine, repetitive falls under the category of  
(a) non-programmed decisions (b) programmed decisions  
(c) group decisions (d) individual decision
- (vi) Which of the following is not concerned with staffing?  
(a) recruitment (b) training  
(c) publicity (d) selection
- (vii) Which method of training is concerned with familiarize the new employe to the organization?  
(a) induction training (b) apprenticeship training  
(c) coaching (d) job rotation

- (viii) Lectures and conferences are method of  
 (a) training (b) development  
 (c) recruitment (d) selection
- (ix) Controlling function emphasis on  
 (a) long range problems (b) impersonal problems  
 (c) personal and immediate problems (d) human relations
- (x) Controlling is a  
 (a) intermittent process (b) continuous process  
 (c) decision making process (d) selection process

*Fill in the blanks with the correct word*

- (xi) \_\_\_\_\_ provides the means of determining the effectiveness of the decision implemented.
- (xii) “Management by results” and “Goal Management” actually mean \_\_\_\_\_ .
- (xiii) \_\_\_\_\_ is the most common way of measuring organizational performance.
- (xiv) Comparing performance with pre-established standards is part of the \_\_\_\_\_ function of management.
- (xv) Most large organizations have a separate \_\_\_\_\_ department responsible for recruitment and training.

### **Group - B**

2. (a) What is meant by the term “ Management Skills ? “. [[CBS2103.2]( Remember/LOCQ)]  
 (b) Illustrate the various types of “Management Skills “. [[CBS2103.2]( Remember/LOCQ)]  
**2 + 10 = 12**
3. Explain in brief the concept of “Porters 5-Forces Analysis”. [[CBS2103.4]( Remember /IOCQ)]  
**12**

### **Group - C**

4. (a) Narrate the concept of Quantitative & Qualitative methods of Forecasting. [[CBS2103.4]( Remember /IOCQ)]  
 (b) Mention the Strengths & Weaknesses of both the methods. [[CBS2103.4]( Remember /IOCQ)]  
**8 + 4 = 12**
5. (a) What is meant by the term “ Strategy ?” [[CBS2103.6]( Remember /IOCQ)]  
 (b) Define in brief the different layers of Strategy & their implications. [[CBS2103.6]( Remember /IOCQ)]  
**2 + 10 = 12**

## Group - D

6. (a) What is meant by “ Span of Control ?”. [[CBS2103.5](Remember/IOCQ)]  
(b) Briefly discuss the principles of Span of Control. [[CBS2103.5](Remember/IOCQ)]  
**2 + 10 = 12**
7. (a) How do you represent an “ Organization Process Chart?” [[CBS2103.3](Remember/IOCQ)]  
(b) Classify an organization on the basis of relationships. [[CBS2103.3](Remember/IOCQ)]  
**4 + 8 = 12**

## Group - E

8. Briefly mention the characteristics of Controlling. [[CBS2103.2](Remember/IOCQ)]  
**12**
9. (a) Discuss the importance of Controlling functions. [[CBS2103.2](Remember/IOCQ)]  
(b) What are the characteristics of an effective organizational control system? [[CBS2103.2](Remember/IOCQ)]  
**6 + 6 = 12**
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Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	12.5	87.5	0

