

**PRINCIPLES OF MANAGEMENT
(HMTS 3101)**

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) Unity of Command is one of the principles of
(a) Max Weber's Bureaucratic Management
(b) Fayol's Administrative Management
(c) McGregor's Motivational Theory
(d) Fiedler's Contingency Theory.
- (ii) Which one of the following is an internal source of recruitment?
(a) Transfer (b) Employee recommendations
(c) Campus recruitment (d) Personal contacts.
- (iii) Strategic Plan is developed by
(a) Top Management (b) Quality Control Team
(c) Operational Management (d) Functional Management
- (iv) In which form of business there is no need to share profit?
(a) Company (b) Sole proprietorship
(c) Partnership (d) Joint Hindu family business.
- (v) Staff function has
(a) Supportive role (b) Functional role
(c) Primary role (d) Executive role.
- (vi) Which is the second stage of group formation?
(a) Norming (b) Forming
(c) Performing (d) Storming.
- (vii) The job satisfiers are referred as
(a) motivators (b) hygiene factors
(c) negotiator (d) risk taker.
- (viii) It is the process of transferring an idea into words, symbols for transmission
(a) feedback (b) decoding
(c) encoding (d) noise.

- (ix) Most essential requirement for an effective coordination is
 (a) Effective communication (b) Simplified organisation
 (c) Sound Planning (d) All of these.
- (x) According to Frederick Herzberg, ____ are elements associated with conditions surrounding the job.
 (a) hygiene factor (b) motivating factor
 (c) environmental factor (d) economic factor

Fill in the blanks with the correct word

- (xi) MBO stands for _____.
- (xii) Decentralised operation is suitable for _____.
- (xiii) _____ is an example of on the job training.
- (xiv) _____ is known as father of scientific management.
- (xv) _____ is the process of grouping similar activities together and creating departments.

Group - B

2. (a) Narrate Decisional role of Manager. [[CO2](Understanding/LOCQ)]
 (b) Highlight applicability of Elton Mayo's Behavioural Management Principles in relation to Business organizations. [[CO2](Apply/IOCQ)]
 (c) Management is a Science, Management is an Art – justify. [[CO3](Analyse/HOCQ)]
3 + 4 + 5 = 12
3. (a) How is the principle of 'Division of work' and 'Unity of command' useful to management? [[CO1](Analyse/HOCQ)]
 (b) What are the differences between Partnership and Company form of organisation? [[CO2](Remember/LOCQ)]
 (c) Define management. [[CO2](Remember/LOCQ)]
4 + 6 + 2 = 12

Group - C

4. (a) "Planning is looking ahead, and controlling is looking back." Comment. [[CO3](Analyse/HOCQ)]
 (b) Define single used plan. Give one example. [[CO3](Remember/LOCQ)]
 (c) Write advantages and disadvantages of divisional structure of organization. [[CO4](Understand/LOCQ)]
4 + 2 + 6 = 12
5. (a) What is the reason behind conflict between Line and Staff employees? [[CO3](Analyse/HOCQ)]
 (b) How does Job Enhancement improve productivity? [[CO2](Apply/IOCQ)]
 (c) Mention any two features of Organisational Process. [[CO4](Remember/LOCQ)]
4 + 6 + 2 = 12

Group - D

6. (a) Describe the process of communication. [[CO2](Understanding/LOCQ)]
(b) Briefly describe the process of Decision Making. [[CO4](Remember/LOCQ)]
(c) How does effective coordination enhance organisational efficiency? [[CO2](Apply/IOCQ)]
3 + 5 + 4 = 12
7. (a) *It is expected that a group would tend to make more effective decisions, than would any single individual. Give your views.* [[CO3](Analyse/HOCQ)]
(b) Explain the process of decision making that affects the efficiency of business decisions. [[CO5](Apply/IOCQ)]
(c) What is command group? Give example. [[CO5](Remember/LOCQ)]
4 + 6 + 2 = 12

Group - E

8. (a) Compare and contrast Maslow's Hierarchy of needs and Alderfer's ERG Theory. [[CO3](Analyse/HOCQ)]
(b) What is the significance of McKinsey's 7-S Framework? [[CO4](Remember/LOCQ)]
8 + 4 = 12
9. (a) What is laissez faire style of leadership? [[CO5](Understand/LOCQ)]
(b) Examine McKinsey 7s model as a tool for internal analysis of an organisation. [[CO6](Analyse/HOCQ)]
(c) Write short note on Management by Exception. [[CO6](Apply/IOCQ)]
3 + 6 + 3 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	39	24	37

Course Outcome (CO):

After the completion of the course students will be able to

1. To study the evolution of Management.
2. To understand various management functions and have some basic knowledge on different aspects of management.
3. To understand the planning process in an organization.
4. To understand the concept of organizational structure.
5. To demonstrate the ability to direct, lead and communicate effectively.
6. To analyse and isolate issues and formulate best control methods.

*LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question.

