

**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 most common way of measuring organizational performance is
(a) effectiveness (b) efficiency
(c) controlling (d) decision making.
- (ii) Comparing performance with the pre-established standards is part of the management pertaining to
(a) planning (b) controlling
(c) staffing (d) coordinating.
- (iii) Which of these is a personal objectives of an organization's employee?
(a) Higher production (b) Improved image of the brand
(c) Higher remuneration (d) Minimization of competition.
- (iv) The characteristics of a programmed decision is
(a) complex and risky (b) uncertain and non-routine
(c) low risk and certain (d) routine and non-complex.
- (v) Brain storming technique involves
(a) a group of people usually between five and ten
(b) obtaining the opinions of experts
(c) identifying a set of questions built relating to the problem
(d) diagnosis and analysis of the problem.
- (vi) Staffing is
(a) a top level function (b) similar to planning
(c) similar to budgeting (d) a managerial function.
- (vii) Face to face conversation between employer and applicant is known as
(a) selection (b) orientation
(c) interview (d) campus recruitment.

- (viii) Estimating manpower recruitment is a
 (a) job of Supervisor (b) job of Directors
 (c) workload analysis (d) budgetary techniques.
- (ix) Controlling function
 (a) is forward looking (b) is backward looking
 (c) reviews the present events (d) formulates strategic plan.
- (x) Traditional techniques of controlling relates to
 (a) personal observation
 (b) minimising errors
 (c) corrective measures by the manager
 (d) avoiding contingency or company's loss.

Fill in the blanks with the correct word

- (xi) Authority and responsibility should be _____ as far as down the hierarchical line as objectively possible.
- (xii) The "W" in "SWOT Analysis stands for _____.
- (xiii) _____ pioneered the theory of Scientific Management.
- (xiv) The _____ experiments were conducted by Elton Mayo.
- (xv) The nominal group technique restricts discussion or interpersonal communication during the _____ process.

Group - B

2. (a) Define the term "Management". [[CBS2103.1](Remember/LOCQ)]
 (b) Explain the nature and characteristics of "Management". [[CBS2103.1](Remember/LOCQ)]
2 + 10 = 12
3. (a) How will you classify the levels of "Management"? [[CBS2103.2](Remember/LOCQ)]
 (b) Describe the functions of the different levels of "Management". [[CBS2103.2](Remember/LOCQ)]
2 + 10 = 12

Group - C

4. (a) Discuss the significance of Forecasting in the context of Business Environment. [[CBS2103.6](Remember/IOCQ)]
 (b) Mention the consequences of Forecasting. [[CBS2103.6](Remember/IOCQ)]
6 + 6 = 12
5. (a) What is meant by "Individual & Group Decisions"? [[CBS2103.2](Remember/HOCQ)]
 (b) Discuss briefly various Group Decision making techniques. [[CBS2103.2](Remember/HOCQ)]
2 + 10 = 12

Group - D

6. (a) Define the term Organizing. [[CBS2103.2](Remember/IOCQ)]
(b) Mention the importance of Organizational function. [[CBS2103.2](Remember/IOCQ)]
2 + 10 = 12
7. (a) Define the terms Line & Staff organization. [[CBS2103.2](Remember/IOCQ)]
(b) Mention in brief the merits & demerits of Line & Staff organization. [[CBS2103.2](Remember/IOCQ)]
4 + 8 = 12

Group - E

8. (a) What are the basic types of Control systems? [[CBS2103.2](Remember/IOCQ)]
(b) Describe each of these type of control system. [[CBS2103.2](Remember/IOCQ)]
2 + 10 = 12
9. (a) What is meant by the term MBO? [[CBS2103.6](Remember/IOCQ)]
(b) How does MBO help an organization in achieving the goals? [[CBS2103.2](Remember/IOCQ)]
4 + 8 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	25	62.5	12.5

