## UNIVERSITY OF NORTH BENGAL

B.Com. Honours 2nd Semester Examination, 2023

### CC3-COMMERCE

#### MANAGEMENT PRINCIPLES AND APPLICATION

#### OLD SYLLABUS

Time Allotted: 2 Hours                                                      Full Marks: 60

*The figures in the margin indicate full marks.*

### GROUP-A

**Answer any *two* questions**                                          12×2 = 24

| | | |
|---|---|---|
| 1. | "Management is a universal process"— In this context discuss the various arguments for and against the universality. | 12 |
| 2. | Define Planning. Why is it important for running an organisation successfully? Discuss the steps in planning. | 3+5+4 |
| 3. (a) | Discuss the principles of Management as propounded by Henry Fayol. | 7+5 |
| (b) | "Scientific management is not beyond criticism"— Explain with arguments. | |
| 4. | Compare BCG and GE matrix for adopting proper strategies to survive in a competitive environment. | 12 |

### GROUP-B

| | | |
|---|---|---|
| 5 | Answer any *four* questions: | 6×4 = 24 |
| (a) | What are the ingredients of a good leadership? | |
| (b) | Discuss the major barriers to communication. | |
| (c) | Explain the features of a good control system. | |
| (d) | Write the principal functions of a manager. | |
| (e) | Evaluate Maslow's need Hierarchy theory of Motivation. | |
| (f) | "An effective organisation structure ensures success of a business" — Explain. | |

### GROUP-C

| | | |
|---|---|---|
| 6. | Answer any *four* questions: | 3×4 = 12 |
| (a) | What are various types of organisation structure? | |
| (b) | What are the qualities of a successful leadership? | |
| (c) | What is delegation of authority? | |
| (d) | Define motivation. | |
| (e) | What is Line Organisation? | |
| (f) | Explain in brief the levels of management. | |

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