



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA Honours 1st Semester Examination, 2023

CC1-BBA (102)

PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any two questions from the following

12×2 = 24

1. (a) What are the functions of management? 4+8
(b) Discuss the principles of management as propounded by Henry Fayol.
2. Define Organizational Behaviour. Discuss the contributing disciplines to OB. 2+5+5
State the challenges and opportunities of OB.
3. (a) Narrate the concepts of functional organization, product organization and matrix organization. 6+6
(b) Discuss the factors that affect the choice of an organization structure.
4. Discuss in detail the *Hawthorne Experiment* conducted by Elton Mayo and his associates. State the findings as well as criticisms of the *Hawthorne Experiment*. 8+4

GROUP-B

5. Answer any four questions from the following: 6×4 = 24
 - (a) Define learning. Also, explain the theories of learning. 2+4
 - (b) Enumerate the principles of Scientific management. Why is *Scientific Management* criticized? 3+3
 - (c) Discuss the major contributions of the Systems Approach to Management. 6
 - (d) Can responsibility be delegated? Differentiate between authority, responsibility and accountability. 2+4
 - (e) What is *Management by Objective*? Explain its process. 2+4
 - (f) What are the components of a controlling system? 2+4

GROUP-C

6. Answer any four questions from the following: 3×4 = 12
 - (a) What is informal organization? 3
 - (b) Discuss *Max Weber's* contribution to management theory. 3
 - (c) State the elements of directing. 3
 - (d) Write a short note on *Attribution Theory*. 3
 - (e) Discuss the steps involved in a planning process. 3
 - (f) Explain any five foundations of Individual Behaviour. 3

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