



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA Honours 1st Semester Examination, 2022

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.
All symbols are of usual significance.*

GROUP-A

Answer any two questions from the following

12×2 = 24

1. Discuss the principles of Scientific Management as propounded by F.W. Taylor. How is it criticized by employers, employees and psychologists on various grounds? 5+7

2. (a) Explain the different Learning Theories. 4+3+5
(b) Write a short note on Attribution Theory.
(c) What are the determinants of personality?

3. Discuss the different types of organizational structures along with their advantages and limitations. Also, enumerate the factors that influence the choice of an organization structure. 8+4

4. (a) Explain Abraham Maslow's Theory of Motivation. 5+4+3
(b) What are the components of a controlling system?
(c) Differentiate between morale and motivation.

GROUP-B

5. Answer any **four** questions from the following: 6×4 = 24
 - (a) Elucidate the different types of planning. 6
 - (b) Explain the concepts of *Management by Objectives* and *Management by Exception*. 6
 - (c) Discuss the contributions of Hawthorne Study and its criticisms. 6

- (d) Distinguish between delegation and decentralization. 6
- (e) Discuss the steps involved in selection process. 6
- (f) Discuss the Social Responsibilities of a Manager. 6

GROUP-C

6. Answer any **four** questions from the following: 3×4 = 12
- (a) Briefly explain the sources of recruitment. 3
 - (b) Differentiate between management and administration. 3
 - (c) What do you mean by Unity of Command and Unity of Direction? 3
 - (d) What are the functions of management? Motivation comes under which function? 2+1
 - (e) Write a short note on the System Approach to Management. 3
 - (f) What do you mean by Span of Control? 3

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