



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.Com. Honours 1st Semester Examination, 2022

CC2-COMMERCE

MANAGEMENT PRINCIPLES AND APPLICATION

REVISED NEW 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. (a) Briefly discuss the different levels of management. 4+8
(b) Explain the principles of management as propounded by Henry Fayol.
2. Explain the functions of Planning and the steps involved in a Planning process. 12
3. (a) Discuss Herzberg's Two Factor Theory. 6+6
(b) Explain the qualities of a successful Leader.
4. (a) Define Controlling and discuss its importance in Management. 1+3
(b) Explain the various steps involved in the Control Process. 8

GROUP-B

5. Answer any *four* questions: 6×4 = 24
 - (a) Discuss the contributions of Hawthorne Experiments in the development of management thoughts. 6
 - (b) What do you mean by Delegation of Authority? How does it differ from Decentralization? 2+4
 - (c) Discuss the principles of an effective control system. 6
 - (d) What are the barriers to communication? How can these barriers be overcome? 3+3
 - (e) Explain with diagram the BCG matrix and its significance. 6
 - (f) Define strategic planning. Discuss the importance of strategic planning in Management. 2+4

GROUP-C

6. Answer any *four* questions: 3×4 = 12
- (a) Define Management by Objectives (MBO). 3
 - (b) What are the different types of decision that a manager has to take in an organization? 3
 - (c) Briefly discuss the “Span of Control”. 3
 - (d) What are the different needs as classified in the Maslow’s Need Hierarchy Theory? 3
 - (e) Define staffing. Why is it important? 1+2
 - (f) What is ‘grapevine’? Why does it develop in an organization? 2+1

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