



‘समानो मन्त्रः समितिः समानी’

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

UBBAMAJ11001-BBA

FUNDAMENTALS OF MANAGEMENT

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions

12×2= 24

1. Explain the significant contribution made by F. W. Taylor towards management. Narrate the criticisms against his contributions. 12
2. (a) What are the various managerial roles? Explain. 6+6
(b) Explain the importance of contingency approach of management.
3. (a) Discuss the steps in a planning process. 6+6
(b) “Planning is meaningless without control and control is aimless without planning”— Comment.
4. Narrate the concept functional organization, product organization, line organization, and matrix organization. Also, narrate the principles to be followed in designing organization structure. 6+6

GROUP-B

5. Answer any *four* questions: 6×4 = 24
 - (a) “Leader is an effective mentor and coach”. — Discuss. 6
 - (b) What are the characteristics of effective control? Discuss. 6
 - (c) Explain the importance of MBO in the context of planning and controlling. 6
 - (d) State the importance of decision making in organizational scenario. 6
 - (e) Differentiate between Delegation and Decentralization. 6
 - (f) “How are the strategic plans different from operational plans?”— Discuss. 6

GROUP-C

6. Answer any *four* questions: 3×4 = 12
 - (a) What are the three different levels of management? Explain with a diagram. 3
 - (b) What is the need for managerial control function? 3
 - (c) Define Laissez Faire style of leadership. 3
 - (d) Distinguish between objective and goals (MBO). 3
 - (e) Define staffing function of management. 3
 - (f) Write a short note on Max Weber’s Bureaucratic Theory. 3

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