

BBA 181102

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12/31 2021

# PRINCIPLES OF MANAGEMENT

Full Marks –70

Time – Three hours

Answer question No. 1 and any *four* from the rest.

1. Fill up the blanks :

$$(10 \times 1 = 10)$$

- (i) \_\_\_\_\_ goals are goals made to achieve and support the mission and vision of the company.
- (ii) Management based upon careful observation, objective analysis and innovative outlook is called \_\_\_\_\_
- (iii) The \_\_\_\_\_ approach injects an element of dialogue into the process of passing plans and objectives from one organizational level to another.
- (iv) \_\_\_\_\_ is the process of selecting the best from among alternatives available.
- (v) When the power to take decisions and formulate policies does not lie with one person at the top but is passed on to different persons at various levels, it is known as \_\_\_\_\_
- (vi) The manager performs the role of a \_\_\_\_\_ to pass some of his privileged information directly to his subordinates who would otherwise have no access to it.
- (vii) The 14 principles of management was given by \_\_\_\_\_
- (viii) \_\_\_\_\_ is the managerial function of recruitment, selection, training, developing, promotion and compensation of personnel.

[Turn over



- (ix) The entrustment of a part of the work or responsibility and authority to another and the creation of accountability for performance is known as \_\_\_\_\_
- (x) \_\_\_\_\_ decisions are related to problems which are unique and non repetitive in nature.
2. (a) Management goals or objectives are a system of plans a company communicates to its employees to achieve. In relation to this statement, briefly explain the goals of management. (3)
- (b) What are the different set of skills a manager should possess? (4)
- (c) How does the middle level management act as a connecting link between top and lower level management? Discuss the functions of top level management. (4 + 4 = 8)
3. (a) Elaborate the various types of plans incorporated within an organization. (7)
- (b) How does media advertisement serve as an important source of external recruitment? How would you differentiate between internal and external sources of recruitment? (3 + 5 = 8)
4. (a) How does delegation and decentralization differ from each other? (5)
- (b) What do you understand by the term Authority? Point out the important sources of authority. (2 + 3 = 5)
- (c) Briefly explain why delegation is an important function in an organization? (5)
5. (a) Differentiate between programmed decisions and non-programmed decision. (5)
- (b) Enumerate the process of decision making. (10)
6. (a) "Planning and controlling are inseparable twins of management" Elaborate this statement. (7)
- (b) Discuss the different types of controlling technique. (8)
7. Write short notes on : (3 × 5 = 15)
- (a) The system theory
- (b) Human relations management
- (c) Principles of scientific management.

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