



# 2019/TDC/ODD/SEM/COMHCC-303T/254

**TDC (CBCS) Odd Semester Exam., 2019**

**COMMERCE**

**( 3rd Semester )**

Course No. : COMHCC-303 T

**( Management Principles and Application )**

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

## UNIT—I

1. Answer any *two* from the following :  $2 \times 2 = 4$

(a) State any two features of management as system.

(b) Write any two principles of scientific management.

(c) Mention four approaches of modern period of management (name only).



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2. Briefly explain the approach of Hawthorne experiment. 10

Or

Assess the contributions of Peter F. Drucker in the development of management. 10

UNIT—II

3. Answer any two from the following : 2×2=4

- (a) What is planning?
- (b) Write two steps in rational decision making.
- (c) Write a short note on SWOT.

4. Discuss various types of planning. 10

Or

How do individual decisions differ from group decisions? What are the positive and negative aspects of group decision making? 2+4+4=10

UNIT—III

5. Answer any two from the following : 2×2=4

- (a) What is decentralization?
- (b) What is authority?
- (c) Write two features of good organization structure.

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( Continued )

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6. Explain various principles of organizing. 10

Or

Define span of management. Discuss the factors governing the span of management. 2+8=10

UNIT—IV

7. Answer any two from the following : 2×2=4

- (a) What is transactional leadership?
- (b) Mention two importances of motivation.
- (c) State two internal factors related to organization which affect staffing activities.

8. Critically discuss the managerial grid theory. Which combination of style do you think the best and why? 8+2=10

Or

What is the concept of motivation? Critically examine Herzberg's two-factor theory. 2+8=10

UNIT—V

9. Answer any two from the following : 2×2=4

- (a) Write two limitations of budgetary control.

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( Turn Over )



( ( 4 ) )

(b) State two importances of ratio analysis.

(c) What are the two main types of control?

10. Define control. Explain the principles of effective control. 2+8=10

Or

Discuss the emerging issues of management. 10