

**2024/FYUG/ODD/SEM/
COMDSC-102T/249**

FYUG Odd Semester Exam., 2024

**COMMERCE
(1st Semester)**

Course No. : COMDSC-102T

(Principle of Management)

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) Name the researchers who were involved in Hawthorne plant experiment to promulgate the Human Relations Approach.
 - (b) Explain the concept of Mental Revolution as stated by F. W. Taylor.
 - (c) How does contingency approach differ from situational approach of management?

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(Turn Over)



(2)

2. Discuss in detail the core competence model and the concept of strategic intent developed by C. K. Prahalad and Gary Hamel. 10

OR

3. Explain the techniques of effective coordination in modern business organization.

UNIT—II

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

- (a) Define planning as a rational approach.
(b) What is meant by primacy of planning function?
(c) What is strategy?

5. "Decision-making is the primary task of management." Discuss the statement and explain the process of decision-making. 10

OR

6. What is strategic planning? Describe the various steps involved in strategic planning. 3+7=10

UNIT—III

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

- (a) State two propositions of neoclassical theory on organizational design.

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(Continued)

(3)

- (b) What is departmentation?
(c) State the reasons for forming informal organization.

8. "Absolute decentralization is as hypothetical as absolute centralization." Discuss. Explain the factors which affect the degree of decentralization. 4+6=10

OR

9. What is delegation of authority? Explain the various principles of delegation of authority. 3+7=10

UNIT—IV

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

- (a) What is meant by transformational leader?
(b) Name the management thinkers who developed the managerial grid.
(c) State two principles of controlling.

11. What is motivation? Discuss in detail the importance of motivation in public enterprise in India. 3+7=10

OR

12. What are the leadership qualities that one would look for in a manager? Distinguish between innate and acquirable qualities of a leader. 5+5=10

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UNIT—V

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

- (a) What is entrepreneurship?
- (b) What is sociocracy in management?
- (c) State two subaltern management ideas of India.

14. What is workplace diversity? Elaborate the concept of diversity, equity and inclusion in workplaces to reduce the problem of wide diversity. $2+8=10$

OR

15. "Intrinsic rewards make employee feel better in the organization, while extrinsic rewards focus on the performance and activities of the employee in order to attain a certain outcome." In the line of the above statement discuss the performance and reward perception in the 21st century. 10
