

2017

DDE

M.Com. Part-I Examination

**PRINCIPLES OF MANAGEMENT AND
ORGANISATIONAL BEHAVIOUR**

PAPER—I

Full Marks : 100

Time : 4 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Write the answer question of each Half in separate books.

First Half

(Principles of Management)

[Marks : 50]

Answer Q. No. 1 and any two from the rest.

1. Answer any four questions : 4×5
- (a) Discuss briefly the features of planning.
 - (b) Distinguish between management and administration.

(Turn Over)

- (c) Define the term "Management" and state its importance.
- (d) Discuss briefly the importance of co-ordination.
- (e) What are the advantages of group decision-making?
- (f) Distinguish between programmed and unprogrammed decisions.
- (g) State the different types of control.
- (h) What do you mean by "Joint Venture".
2. (a) What are planning premises? Elaborate the role of forecasting in organizations.
- (b) Marketing mix should be changed as per requirements. Discuss. (4+4)+7
3. (a) Discuss the systems theory of management.
- (b) Management is a systematic process with a definite objective. In this regard, discuss the management process. 7+8
4. (a) Explain the term 'group discussion' as a decision-making method.
- (b) What do you understand by programmed decisions?
- (c) Discuss the importance of information in decision-making. 5+5+5

5. Write short notes on the following : 3×5

- (a) Budgetary Control ;
- (b) Relation between Planning and Controlling ;
- (c) Span of Control.

Second Half

(Organisational Behaviour)

[Marks : 50]

Answer Q. No. 6 and any two from the rest.

6. Answer any four of the following : 4×5
- (a) State the significance of organisational behaviour. 5
- (b) What are the formal channels of communication in organisations?
- (c) Explain the terms 'halo effect' and 'contrast effect' with regard to perception.
- (d) What are the different types of skill? How skill could affect behaviour of an employee?
- (e) What is job satisfaction? How do you measure job satisfaction?
- (f) What are the lessons from Maslow's theory of need hierarchy? Distinguish between 'motivation' and 'moral'?

- (g) Value systems affect individual behaviour. Give your comments.
- (h) What are the different types of communication? How is effective communication developed in organisation?
7. What is organisational culture? What are the different types of organisation culture? How is organisation culture created and sustained? 2+3+10
8. What is personality? What are the factors affecting personality? Discuss Big Five Factor Model of personality. 2+5+8
9. (a) Conflict in organisations is always bad. Give your views.
- (b) Write a short note on the conflict resolution techniques.
- (c) What do you understand by 'accommodating' and 'compromising' as behavioral response to conflict? 4+7+4
10. Write short notes on : 3×5
- (a) Informal Organization.
- (b) Departmentalisation.
- (c) Leadership styles.