

2014

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 :

5×4

- (a) What do you mean by professional ethics? Discuss its role in discharging management functions.
- (b) In what respect, have Fayol's principles of management resulted in contributions to management methods that are different from the techniques of Taylor's scientific management?

(Turn Over)

- (c) State the major limitations of planning.
- (d) How does coordination differ from co-operation? Explain.
- (e) Discuss in brief the term 'external growth strategy'.
- (f) What are the necessary steps you would adopt for ensuring effective control in an organisation?
- (g) How can the quality of decisions be improved in an organization?
- (h) Describe the term 'marketing mix'.
2. (i) Discuss in brief the contribution of F. W. Taylor towards the development of management thoughts.
- (ii) The terms 'administration' and 'management' can be inter-changeably used. Elaborate the statement. 9+6
3. Why is coordination imperative for the success of an organisation? Discuss ways to achieve effective coordination. 8+7
4. (i) Describe in detail the decision-making process.
- (ii) Explain the different aids to decision-making. 9+6
5. (i) Describe the terms 'wide' organization structure and 'tall' organization structure.
- (ii) Discuss the factors that determine the span of management. 5+10

Second Half
(Organizational Behaviour)

[Marks : 50]

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

6. Answer any four of the following : 5×4
- (a) Write a short note on organization structure. 5
- (b) Define Personality. What are the determinants of Personality? 2+3
- (c) What are the differences between line organization and functional organization? 5
- (d) What are the different barriers of communication? Discuss. 5
- (e) Briefly state the steps to improved morale in the organisation. 5
- (f) State the process of communication. 5
- (g) What do you understand by Job Satisfaction? Discuss. 5
- (h) State the causes of conflict in an organisation. 5
7. Define leadership. Critically discuss the Situational leadership theory. 2+13
8. (a) State the features of delegation of authority.
- (b) Explain the principles of delegation. 5+10

9. Define Motivation. What is the importance of motivation ?
Compare between motivation and morale. 3+7+5
10. What is organisational conflict ? What are the causes of
such conflict ? How can conflict be resolved ? 3+6+6
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