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UG/1st Sem/MNGT(H)/T/19

2019

B. Com.

1st Semester Examination

MARKETING MANAGEMENT
(Honours)

Paper : C 1-T

Full Marks : 60

Time : 3 Hours

The figures in the margin indicate full marks.

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

1. Answer *any ten* questions. 10×2=20
- (a) Define planning.
- (b) What is environmental analysis ?
- (c) State two difference between delegation and decentralisation.
- (d) Explain briefly the concept of staffing.

[Turn Over]

- (e) State two importance of motivation.
- (f) What is informal organisation ?
- (g) State two important functions of management.
- (h) State two limitations of control.
- (i) What is 'Gangplank' ?
- (j) What is performance appraisal ?
- (k) State two points of distinction between line and staff function.
- (l) Define budgetary control.
- (m) What is esprit de corps ?
- (n) State the full form of "SWOT".
- (o) What is orientation ?

2. Answer any *four* questions.

4×5=20

- (a) Discuss briefly the essence of management in 21st Century.

- (b) Explain briefly the process of organising.
- (c) Define leadership and state its importance.
- (d) What are the different types of plans ? Explain briefly.
- (e) State the factors that affect the effective planning in an organization.
- (f) Distinguish between Recruitment and Selection.

3. Answer any *two* questions. 2×10=20

- (a) Discuss Maslow's need hierarchy theory of motivation.
 - (b) Define span of management. Discuss the different factors determining the span of management.
 - (c) Explain briefly the major contribution of Henry Fayol towards management.
 - (d) State the trends and challenges of management in today's global scenario.
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