



UNIVERSITY OF NORTH BENGAL
B.Com. Honours 2nd Semester Examination, 2021

CC3-COMMERCE

MANAGEMENT PRINCIPLES AND APPLICATIONS

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer all of the following

15×4 = 60

1. (a) “Management is a universal process”. Keeping in mind the above statement throw some light on the principles of management developed by Henry Fayol. 10+5
(b) “Scientific Management is not beyond criticism”. Express your view in brief.
2. (a) “Decision making is an important task on the management.”— Explain how decision making can be made effective to achieve success. 9+6
(b) “Sound organization of any enterprise has some principal features.”— Comment on the statement.
3. (a) “Leadership is a process of influence. A leader must be able to influence the behavior, attitude and beliefs of his subordinates.” Considering the statement discuss the functions and techniques of effective leadership. 10+5
(b) Staffing is a very important task of management to run the efficiently. Explain in brief.
4. (a) “Without Control planning is ineffective.” In this context write the principles of effective control system. 8+7
(b) Discuss the principal functions of managers.

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