



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.Com. Honours 2nd Semester Examination, 2022

CC3-COMMERCE

MANAGEMENT PRINCIPLES AND APPLICATIONS

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any two questions

12×2 = 24

1. (a) Discuss the concept and major principles of organisation. 7+5 = 12
(b) "Organisation is an important step to achieve enterprise objectives" — Explain.
2. (a) "Planning and controlling are complementary to each other". Discuss the statement in the light of the steps involved in controlling process. 8+4 = 12
(b) Do you think that responsibility can be delegated? Discuss briefly.
3. (a) Discuss the principles of management as propounded by Henry Fayol. 8+4 = 12
(b) Also discuss the limitations of Henry Fayol's Administrative Management.
4. What are the sources available to a business firm for recruiting its employees? Describe the merits and demerits of various sources. 4+8 = 12

GROUP-B

5. Answer any **four** questions: 6×4 = 24
 - (a) What is the meaning of a selection process? Discuss the steps involved in it. 2+4 = 6
 - (b) Critically evaluate Maslow's need hierarchy theory of motivation. 6
 - (c) What are the essential characteristics of an effective communication system? 6
 - (d) Explain various channels of communication which are generally used in modern business organisation. 6
 - (e) What is break-even analysis? Can it be used by management as a control device? 3+3 = 6
 - (f) "Behavioural theories of leadership are static". Do you agree or disagree? Discuss. 6

GROUP-C

6. Answer any *four* questions: 3×4 = 12
- (a) What are the qualities of a successful leadership? 3
 - (b) Explain carrot and stick approach in motivation. 3
 - (c) Write a short note on Functional foremanship. 3
 - (d) What are the barriers to communication? 3
 - (e) Write a short note on Max Weber's Bureaucratic Theory. 3
 - (f) Define the concept of Matrix Organisation. 3

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