

**2012**

**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 are the differences between administration and management ?

(Turn Over)

- (b) Explain the concept of business environment.
- (c) Distinguish between co-operation and co-ordination.
- (d) What do you understand by strategic planning?
- (e) Marketing mix is an important element that determines the success of any product.
- (f) Explain the term 'planning premises'.
- (g) Describe in brief the process of management.
- (h) Write a short note on 'budgeting' as a technique for controlling in any organisation.

Answer any *two* from the following : 15×2

- 2. Explain the importance of co-ordination as an essence of management.
- 3. Discuss the various factors that determine the span of management.
- 4. Describe in detail the decision-making process.
- 5. The success of any organisation depends mainly on the management quality. Elaborate the statement.

### 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) Discuss an Organisation Behaviour Model in brief. 5
  - (b) Discuss classical approach of organisation theory. 1+4
  - (c) Distinguish between 'Theory X' and 'Theory Y'. 5
  - (d) Distinguish between delegation and decentralisation. 5
  - (e) Explain briefly the 'Illumination Experiment' as envisaged in Hawthorne Experiment. 5
  - (f) What is organisational structure? Mention the factors those influences the organisational structure. 1+4
  - (g) Discuss the theory of Cognitive Dissonance in relation to attitude of an employee. 5
  - (h) What are the different approaches of leadership? Discuss the structural approach of leadership. 1+4

Answer any *two* from the following : 15×2

7. Define Personality. How personality could be assessed? Why personality of one person differs with another person? 2+6+7
8. (a) Define Communication. 3  
 (b) Explain the barriers in Communication. 12
9. (a) Distinguish between motivation and morale. 3  
 (b) Explain the Vroom's Valence Expectance theory of motivation. 12
10. What are the advantages & disadvantages of Conflict. How to resolve a conflict? 3+2+5
- 

20  
 280  
 ———  
 340  
 60