

2018

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 to 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 : 4x5

(a) State briefly the importance of management.

(b) State the different types of planning.

(Turn Over)

- (c) Explain briefly the process of control.
- (d) Discuss the role of forecasting in planning.
- (e) Explain the importance of 'budgeting'.
- (f) What is social responsibility of business ?
- (g) Understanding a problem is half the problem solved.
Give your views.
- (h) Describe the term 'marketing mix'.
2. What do you understand by Management by Objectives (MBO) ? How is it different from the traditional approach of goal setting ? Discuss in detail the process of MBO.
3+2+10
3. (a) Define co-ordination.
- (b) Discuss the different technique for effective co-ordination. 5+10
4. (a) Discuss the contribution of F. W. Taylor in management. How is the Scientific theory different from Administrative theory ?
- (b) Write a short note on management information system. (5+5)+5

5. Write short notes on : 3×5
- (a) Limitations of MBO ;
- (b) Techniques of Decision Making ;
- (c) Principles of Management. 5+5+5

Second Half**(Organisational Behaviour)**

[Marks : 50]

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

6. Answer any four questions : 4×5
- (a) Define Organisational Behaviour. Briefly discuss the nature of Organisational Behaviour ? 2+3
- (b) Make a comparative discussion among departmentation, delegation and decentralization in relation to organisational process. 5
- (c) What is work stress ? How organisational culture and work stress are related ? 2+3
- (d) Narrate Herzberg Theory of Motivation. 5
- (e) Define organisational conflict. What are the cause of conflict ? 2+3
- (f) 'Success of organizations depends on the leader'. In this regard, discuss the importance of leadership. 5

- (g) What are the differences between formal and informal organisations ? 5
- (h) Explain verbal communication and its importance. 5
7. What are different levels of organisational behaviour ? Develop a model of organisational behaviour consisting of all levels ? 6+10
8. (a) What is learning ? Explain the Classical Learning theory given by Pavlov.
- (b) Discuss Cognitive Dissonance Theory of Attitude. 2+6+7
9. (a) Discuss Fiedler's Contingency theory of leadership.
- (b) Discuss any six non-financial motivators that are used by managers. 9+6
10. Write short notes on : 3×5
- (a) Organisational Structure.
- (b) Barrier of Communication.
- (c) Organisational Behaviour and Job Satisfaction.
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