

2019

B.Com.

3rd Semester Examination

**ACCOUNTING & FINANCE
SPECIALISATION (Honours)**

Paper - C 7-T

(Management Principles and Application)

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.
Illustrate the answers wherever necessary.*

1. Answer any *ten* of the following questions : 10×2
- (a) What is scientific management?
 - (b) Can co-ordination be regarded as a separate function of management?
 - (c) State the basic objective of 'Motion Study'.
 - (d) What do you mean by 'Unity of Command'?

[Turn Over]

- (e) Why is planning a continuous process?
- (f) What do you mean by organization chart?
- (g) Why is M.B.O. called a process of participative management?
- (h) What is meant by 'Centralisation of Authority'?
- (i) State the basic difference between a line manager and staff manager from the view point of functioning.
- (j) Explain the concept of 'Span of Control'.
- (k) Can a superior delegate responsibility along with authority?
- (l) State the importance of SWOT analysis in effective management of an organisation.
- (m) What is Budgetary Control?
- (n) What do you mean by two-way communication?
- (o) Mention the motivating factors as suggested by Frederick Herzberg.

2. Answer any *four* of the following questions : 4×5

- (a) How would you distinguish 'Management' from 'Administration'?

- (b) Briefly discuss Michael Porter's Five Forces Analysis for making optimum decisions.
- (c) Briefly discuss the benefits of M.B.O. as a process of management.
- (d) State the result derived from Hawthorne Experiments.
- (e) Explain the steps of controlling.
- (f) Discuss the Managerial Grid leadership theory.

3. Answer any *two* questions : 2×10

- (a) Distinguish between Taylor's Approach to Management and Fayol's approach to Management.
- (b) Briefly explain Maslow's theory of human needs. What are its criticisms ? 7+3
- (c) Define decision making. Also discuss the steps in decision making. 3+7
- (d) Distinguish between (i) Policies and Strategies (ii) Long-term planning and short term planning. 5+5