

2018

CBCS

1st Semester

COMMERCE

PAPER—CIT

(Honours in Marketing)

Full Marks : 60

Time : 3 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.

Principles of Management and Application

Group—A

1. Answer any ten questions : 10×2
- (a) Define management.
 - (b) What do you mean by Planning Premises ?
 - (c) Define Authority.

(Turn Over)

- (d) Give the definition of Extrinsic Motivation.
- (e) What is PERT ?
- (f) What is ROI ?
- (g) What do you mean by Staff Organisation ?
- (h) Define Span of Control.
- (i) Define Unity of Command.
- (j) What do you mean by internal environment ?
- (k) Give the definition of Formal Organisation.
- (l) Define Control.
- (m) What do you mean by 360° appraisal ?
- (n) What is MBE ?
- (o) Define 'Autocratic Leader'.

Group--B

2. Answer any *four* questions :

4x5

- (a) What are the basic criterion for profession ?
- (b) Make difference between Classical Approach and Behavioural Approach of Management.

- (c) Give the reasons for introduction of decentralisation.
- (d) Do you think that there are any differences between delegation and decentralisation ?
- (e) What are the differences between Formal and Informal Organisation ?
- (f) Schematically discuss the planning process.

Group--C

3. Answer any *two* questions : 2×10
- (a) Present the outcomes of Hawthorne Experiments for the effective motivation.
 - (b) Give the basic factors for selection and recruitment process.
 - (c) Briefly explain the Graicunas Theory of span of control.
 - (d) What do you mean by Leadership? Briefly discuss Likert's Scale Theory of leadership.
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