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(February)

COMMERCE

(Honours)

(Principles and Practice of Management)

(BC-102)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. "Management is a dynamic process."
Discuss. Explain the effects of managerial
ethics in modern management. $7\frac{1}{2}+7\frac{1}{2}=15$

Or

State and critically evaluate the neo-classical
theories of management keeping in view the
human relations and behavioural aspects of
organization. 15

2. (a) Discuss the steps involved in the
process of rational decision-making with
the help of a diagram. 10

- (b) Explain the significance of MBO
technique. 5

Or

- (a) Discuss the concepts of departmen-
talization and divisionalization. 10

- (b) "Accountability is the price of power."
Comment. 5

3. (a) "Motivation is the core of management."
Explain the importance of motivation in
the light of the statement. 10

- (b) To what extent is Herzberg's motivation
theory relevant in present-day business? 5

Or

- (a) Identify the important leadership styles
and indicate the conditions in which a
particular style is appropriate to be
used. 10

- (b) Effective communication is an
important aspect of good leadership.
Make your comment on grapevine
communication. 5

(3)

4. Discuss the role of control in a business organization and describe the strategy essential to make control success. 15

Or

- (a) Explain PERT as a control technique. 7½
(b) Explain the role of management audit as a control technique. 7½

5. What strategy is necessary to take care of expected and unexpected changes? How can group dynamics be used to overcome resistance to change? 10+5=15

Or

- (a) Are conflicts functional or dis-functional? Is elimination of all conflicts feasible? 7+3=10
(b) Distinguish between goal conflict and role conflict. 5
