

18/12

Sr. No. 352101

December 2023

B. Com(Honours) - I SEMESTER

Management Principles and applications (~~BCH-101~~)

Time: 3 Hours

(Bcom-34-101) Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.

PART -A

- Q1 (a) Define management. (1.5)
(b) State the competencies of a manager. (1.5)
(c) What is the meaning of "Strategy"? (1.5)
(d) Define 'vision' of an organisation. (1.5)
(e) What is departmentalization? (1.5)
(f) State the characteristics of an autocratic leader. (1.5)
(g) Who is an entrepreneur? (1.5)
(h) Differentiate between values and ethics. (1.5)
(i) What is knowledge management? (1.5)
(j) State the different functions of management. (1.5)

PART -B

- Q2 (a) Explain the principles of management, given by Henry Fayol. (10)
(b) State and explain the different roles of manager given by Mintzberg. (5)
- Q3 (a) Why it is important to consider the decision-making environment? (5)
(b) Differentiate between micro and macro business environment. (10)
- Q4 State the principles of controlling. How does controlling helps in (15)
accomplishment of goals.
- Q5 (a) Describe the process of Controlling and discuss the Types of Control. (5)
(b) Discuss the factors affecting organizational design. (10)
- Q6 (a) Describe the challenges faced by managers. (10)
(b) What are the objectives of corporate governance? (5)
- Q7 Define motivation. Discuss the Maslow's need hierarchy theory and state the (15)
factors influencing motivation.

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