



‘समानो मन्त्रः समितिः समानी’

**UNIVERSITY OF NORTH BENGAL**

BBA/B.Com. LL.B. Honours 2nd Semester Examination, 2023

**PRINCIPLES OF MANAGEMENT**

**PAPER CODE: FC03**

Time Allotted: 3 Hours

Full Marks: 100

*The figures in the margin indicate full marks.*

**Answer any four question and Question No. 7 is compulsory**

1. (a) “Management is an Art or Science.” — Discuss. 10+10  
(b) Discuss the significance of Management from the view point of Modern Business Operations.
2. (a) Write down the principles of Scientific Management. 5+15  
(b) Explain Hawthorne Experiment and discuss its findings.
3. (a) Explain the different levels of Management. 5+15  
(b) Make a comparison between classical, Neo-classical and Modern theories of Organization culture.
4. (a) Discuss the importance of Motivation in an Organization. 5+15  
(b) Make a comparison between Herzberg’s Two Factor Theory and Maslow’s Need Hierarchy Theory of Motivation.
5. (a) What do you mean by Communication Network? 3+7+10  
(b) Discuss the elements of Communication Process.  
(c) Explain the various Barriers in Communication.
6. (a) Define Leadership. 2+8+10  
(b) What are the leadership qualities that you would look for in a manager?  
(c) Discuss the Likert’s system of Management Leadership.
7. Write short notes (any *four* questions): 5×4 = 20
  - (a) Esprit de Corps
  - (b) Span of Control
  - (c) Management Conflict
  - (d) Process of Management
  - (e) Leadership styles in Indian Organization
  - (f) Nature of Management.

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