



BRAINWARE UNIVERSITY

Course – M.Com.

Principles of Management (MCM101)

(Semester – 1)

Time allotted: 3 Hours

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

1. Choose the correct alternatives for the following:

10 x 1 = 10

i)is known as the father of scientific management

- | | |
|--------------------|-----------------------|
| a) Adam Smith | b) Fredrick W. Taylor |
| c) Charles Babbage | d) Robert Owen |

ii) The groups having clear authority and responsibility relations are called as:

- | | |
|------------------|--------------------|
| a) Formal groups | b) Informal groups |
| c)Both of these | d)None of these |

iii) Which one of them is a source of external recruitment?

- | | |
|-----------------|------------------|
| a) Factory gate | b) Labour Unions |
| c) Advertising | d) All of these |

iv) Development means giving

- | | |
|---------------------------------|--|
| a) proper training to employees | b) organizing seminars and conferences |
| c) counselling the employees | d) All of these |

v) The first step in making a decision is

- a) Developing alternatives
- b) Identifying the decision criteria
- c) Defining the problem
- d) Allocating weights to the criteria

vi) The Principle of Unity of Command is concerned with :

- a) Activities
- b) Remuneration
- b) Persons
- d) Respect of authority

vii))..... motivation theory earmarks that there are three basic needs

- a) Maslow's
- b) ERG
- c) Mc Clelland's
- d) Vroom's Expectancy

viii) The following is not an work related attitude-

- a)Job involvement
- b) Job satisfaction
- c) Organisational commitment
- d) Perception

ix) Cognitive dissonance theory was proposed by-

- a)M.J.Rosenberg
- b) L. Festinger
- c) C.E.Osgood
- d) P.H. Tannenbaum

x) Grapevine communication is:

- a)Formal communication
- b) Vertical
- c)Horizontal
- d) Informal Communication

Group - B**(Short Answer Type Questions)****Answer any three of the following****3 x 5 = 15**

2. What is sensitivity training?
3. What is delegation of authority?
4. Briefly discuss the concept of Corporate Governance.
5. Discuss Trait theory of leadership.
6. Explain briefly McGregor's Theory X and Theory Y.

Group - C**(Long Answer Type Questions)****Answer any three of the following****3 x 15 = 45**

7. a) What do you mean by communication?
 b) What are the types of communication?
 c) Mention any four hindrances of effective communication. [2+5+8]
8. What is planning? Explain the steps involved in a planning process. [3+12]
9. Discuss Fayol's principles of Management. [15]
10. What are the determinants of personality? Explain Freud's theory of personality. [7+8]
11. Write short notes on- (**Any three**) [3 x 5=15]
 - a) MBO
 - b) Span of control
 - c) Authority and responsibility
 - d) External recruitment process.