



## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Com.(AFB)-Hons]-2023/B.Com.(AFB)-Hons]-2024

Course Name – Management Principles and Practices

Course Code - VAC00010

( Semester I )

Library  
Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[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 x 15=15

1. Choose the correct alternative from the following :

(i) Identify the correct statement

- |   |   |
|---|---|
| a) There is scope for specialization in line Organization | b) It is difficult to fix responsibility in line organization   |
| c) The line of authority in line Organization is vertical | d) Line organization is only suitable for large-scale operation |

(ii) Select the correct option: Span of management refers to

- |   |  |
|---|--|
| a) Number of managers                     | b) Length of term for which a manager is appointed |
| c) Number of subordinate under a superior | d) Number of members in top management             |

(iii) The form of organization known for giving rise to rumours is called \_\_\_\_\_.

- |                               |                            |
|-------------------------------|----------------------------|
| a) Centralized organization   | b) Functional organization |
| c) Decentralized organization | d) Informal organization   |

(iv) \_\_\_\_\_ is the process of forecasting an organisations future demand for, and supply of, the right type of people in the right number.

- |                              |                             |
|------------------------------|-----------------------------|
| a) Recruitments              | b) Human Resource Planning  |
| c) Human Resource Management | d) Human Capital Management |

(v) Select the correct option: A possible goal could be \_\_\_\_\_.

- |  |  |
|--|--|
| a) Decreasing the level of waste products          | b) Increasing the departments in the organization                  |
| c) Increasing the salaries of the production staff | d) Reducing the staff in production department due to heavy losses |

(vi) Predict the main focus of strategic control.

- |                         |                         |
|-------------------------|-------------------------|
| a) Daily operations     | b) Long-term objectives |
| c) Employee performance | d) Product Quality      |

(vii) Determine that which control function focuses on adjusting performance after it has occurred.

- a) Feedforward control  
c) Feedback control
- b) Concurrent control  
d) Strategic control
- (viii) Judge the control process involves making changes to the organization's long-term plans
- a) Feedback control  
c) Feedforward control
- b) Concurrent control  
d) Strategic control
- (ix) Examine the purpose of a budget in the control process.
- a) To set employee salaries  
c) To define organizational culture
- b) To allocate resources and set financial goals  
d) To evaluate customer satisfaction
- (x) Discover the control process focuses on evaluating performance after it has occurred.
- a) Feedback control  
c) Feedforward control
- b) Concurrent control  
d) Tactical control
- (xi) Trace the correct option: Budget is an instrument of
- a) Planning only  
c) Both planning and control
- b) Control only  
d) None of these
- (xii) Trace the prescribe guidelines for conducting an action
- a) Rules  
c) Budget
- b) Method  
d) policy
- (xiii) Select the correct option: Planning process begins with
- a) Identity alternatives  
c) Developing planning premise
- b) Setting objectives  
d) Selecting alternatives
- (xiv) Select among the following that is not a feature of accountability
- a) can be delegated  
c) unitary
- b) always upward  
d) should be specific standards
- (xv) The process of sharing authority by superior to subordinate is represented as
- a) Delegation  
c) Centralization
- b) Accountability  
d) Responsibility

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the interpersonal role of a manager. (3)
3. Briefly describe the characteristics of modern management theory. (3)
4. Briefly explain the characteristics of planning. (3)
5. Interpret the difference between autocratic and democratic leadership styles. (3)
6. Illustrate the factors affecting motivation. (3)

OR

Compare and contrast McClelland's Theory of Needs with Herzberg's Two-Factor Theory in terms of their implications for managerial practices. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Illustrate the various forms of decentralization, such as financial, administrative, and operational decentralization, and their applications in different types of organizations. (5)
8. Describe the coordination mechanism in organisations (5)
9. Describe the components of decision-making environments in modern management (5)
10. Apply the concept of equity theory to address a situation where two employees feel they are being treated unfairly compared to their peers. (5)
11. Classify and Discuss Herzberg's Two-Factor Theory (5)
12. Analyze the features of motivation in the context of inspiring employees in an organisation (5)

OR

Compare and contrast groups and teams in terms of their characteristics, purposes, and effectiveness within organizations. (5)

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