Seat No:_____ Enrollment No:_____

PARUL UNIVERSITY

FACULTY OF COMMERCE

B.Com.(Hons) Summer 2018 – 19 Examination

Semester: 3 **Date: 18/04/2019**
Subject Code: 16100201 **Time: 02:00 pm to 04:30 pm**
Subject Name: Principles of Management **Total Marks: 60**

Instructions:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.

A) Multiple choice type questions. (Each of one mark) (06)

1. The founder of Human Relations Movement was _____.
   a) Elton Mayo b) Henry Fayol
   c) Chester Barnard d) Peter Drucker
2. The Hawthorn Experiment was conducted in which company?
   a) Western Electric Service Company b) Western Electric Manufacturing Company
   c) Eastern Electric Manufacturing Company d) Eastern Electric Service Company
3. Which of the following is NOT a characteristic of Management?
   a) Goal Oriented b)Group Activity
   c) Non – universal d) Intangible
4. _____ refers to taking order from one person only
   a) Unity of Strength b) Unity of Employees
   c) Unity of Direction d) Unity of Command
5. The Companies Act, 2013 states that ____of profit should be given to CSR activities.
   a) 4% b) 1%
   c) 2% d) 3%
6. _____ is the process of communicating through words.
   a) Non Verbal b) Verbal
   c) Written d) Formal

B) Definitions / One-liners / Terms. (Each of one mark) (06)

1. What do you understand by the term Decision Making?
2. Define Line Organization.
3. Who is known as the father of Modern Management?
4. State any one principle of scientific management.
5. State any two external sources of recruitment.
6. State one characteristic of Organizing.

Q.2 Numerical / Short Note Questions. (Each of 04 mark) (12)

1. State the four parts in hawthorn experiment.
2. Explain the concept of Management as an Art.
3. Explain the characteristics of controlling.

Q.3 Answer the following. (Any Three) (18)

1. Explain in detail the concept of Directing and the elements of directing.
2. Write a short note on change management.
3. Explain the following terms –
   (a) Formal Communication
   (b) Informal Communication
   (c) Written Communication
   (d) Vertical Communication
   (e) Horizontal Communication
   (f) Diagonal Communication
4. Explain the concept and process of recruitment.

Q.4 Answer the following. (Any two) (18)

1. Explain the 14 principles of management given by Henry Fayol.
2. Discuss in detail the methods of overcoming the barriers to communication.
3. Define Planning. Discuss the process of planning in detail.