

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons.) Winter 2017 – 18 Examination

Semester: 3

Subject Code: 16100201

Subject Name: Principles of Management

Date: 04/12/2017

Time: 10:30 AM to 1:00 PM

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 (A) Complete the following incomplete words by taking clues from the statements given for each. Every blank represents one or two letter only. (06)

- (a) Management is U ___ V ___ S ___ L
- (b) Management is ___ N ___ G I ___ E
- (c) Management is S ___ I ___ L process
- (d) Management is S ___ U ___ O ___ A L
- (e) Management is a ___ O ___ T I ___ O ___ S process
- (f) Management is getting W ___ K ___ D ___ N ___ through others.

Clues:

- (a) It is required for every type of organisation.
- (b) It is an unseen force.
- (c) It deals with people organised in groups.
- (d) There is no best way of managing, so it varies.
- (e) It is an ongoing process.
- (f) It is an art to taking things completed by others.

Q.1 (B) Define the following Terms. (Each of 01 mark) (06)

1. Recruitment
2. Control
3. Organizing
4. Upward Communication
5. Directing
6. Planning

Q.2 Answer the Following Questions. (Each of 04 marks) (12)

1. What is planning? What are the steps involved in planning?
2. What are the principles of Scientific Management given by Taylor?
3. Define Control. Discuss the benefits of control system.

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

1. Discuss the different Managerial Roles given by Henry Mintzberg.
2. Define Communication. Discuss the forms of communication in the Organization.
3. What is the Hawthorne Experiments? Discuss in Details.
4. Define Leadership. Discuss the different Leadership styles in Details.

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

1. Differentiate between recruitment and selection. Describe the steps involved in the selection process.
2. Briefly describe the 14 Principles of Management as laid down by Henry Fayol.
3. Explain what you understand by the concept of social responsibility of business. Discuss the different Corporate Social Responsibilities (CSR) towards the different stakeholders.