

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com.(Hons), Winter 2018 – 19 Examination

Semester: 3

Subject Code: 16100201

Subject Name: Principles of Management

Date: 23/10/2018

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 Do as directed.**A) Multiple choice type questions. (Each of one mark)****(06)**

1. The concept of knowledge management was given by _____.
 - a) Elton Mayo
 - b) Henry Fayol
 - c) Chester Barnard
 - d) Peter Drucker
2. Find the odd one out.
 - a) Improper Language
 - b) Inattention
 - c) Clear Message
 - d) Improper Dressing
3. ____ is the function of assuring that the work is being done according to the plan and instruction.
 - a) Supervision
 - b) Communication
 - c) Motivation
 - d) Leadership
4. Administration is concerned with _____.
 - a) Directing
 - b) Top Level Authority
 - c) Execution of the plan
 - d) Internal Factors
5. Who is responsible for managing the change in the organization?
 - a) Change Management
 - b) Board of Directors
 - c) Manager
 - d) Change Organization
6. ____ is known as the father of scientific management.
 - a) Henry Fayol
 - b) F. W. Taylor
 - c) Chester Barnard
 - d) Peter Drucker

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

1. Define Change Management.
2. Define Crisis Management.
3. What does MBO stand for?
4. Who gave the principle of Division of Work?
5. State any two characteristics of planning.
6. Define Motivation.

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

1. Explain the relationship between Planning and Controlling.
2. Explain the following principles –
 - (a) Authority and Responsibility
 - (b) Unity of Command
 - (c) Scalar Chain
 - (d) Stability of Tenure.
3. State the steps in controlling.

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

1. Explain the concept of Management as a Profession.
2. What is decentralization? Explain the importance of decentralization.
3. Discuss the barriers to communication.
4. Discuss any six characteristics of Directing in detail.

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

1. Define Verbal and Non Verbal Communication. Explain in detail the types of non verbal communication.
2. Explain in detail the Hawthorn experiment.
3. Define organizing. Explain the process of organizing in detail.