Seat No:_____ Enrollment No:_____

PARUL UNIVERSITY

FACULTY OF COMMERCE

B.Com.(Hons) Winter 2019 – 20 Examination

Semester: 3 **Date: 19/11/2019**
Subject Code: 16100201 **Time: 10:30am to 1:00pm**
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 idea of an Informal Organization was introduced by _____.
   a) Elton Mayo b) Henry Fayol
   c) Chester Barnard d) Peter Drucker
2. The Hawthorn Experiment was conducted in which year?
   a) 1920 b) 1930
   c) 1824 d) 1924
3. _____ and _____ are the two sides of the same coin.
   a) Planning & Controlling b) Planning & Coordinating
   c) Planning & Forecasting d) Controlling & Organizing
4. _____ refers to right person at the right place at right time.
   a) Directing b) Staffing
   c) Organizing d) Controlling
5. Which Act states that 2% of profit should be given to CSR activities.
   a) Companies Act, 2013 b) Companies Act, 2103
   c) Companies Act, 1956 d) Companies Act, 2014
6. _____ is the process of synchronizing, harmonizing and unifying individual efforts towards the common goals.
   a) Controlling b) Coordinating
   c) Organizing d) Planning

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

1. What do you understand by the term forecasting?
2. Define Functional Organization.
3. What does MBO stand for?
4. On whom was the Relay Assembly Room Study carried out?
5. State any two internal sources of recruitment.
6. Explain Esprit De Corps.

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

1. Explain the concept of Management as Science.
2. Explain the elements of Delegation of Authority.
3. State the steps in staffing?

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

1. Explain the concept and process of controlling in detail.
2. Write a detailed note on the CSR.
3. Explain any one Motivational theory.
4. Discuss in detail the following –
   (A) Illumination Experiment
   (B) Relay Assembly Room Study

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

1. Define Selection. Explain in detail the process of selection.
2. What is communication? Explain in detail the classification of communication.
3. Explain in detail the characteristics of management.