

2012
Bachelor of Commerce
First Semester
BCM-107: Principles and Practice of Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Write short answers any four of the following:-
- a) Is management an art?
 - b) What are the limitations of planning?
 - c) Briefly discuss Centralization.
 - d) What is direction?
 - e) What are the limitations of coordination?
 - f) Why control is necessary in organization? (4x5)

Section - B

- II. Define Management. What are the salient features of Management? (15)
- III. Briefly discuss the contribution of Elton Mayo towards management thought. (15)
- IV. Describe briefly the steps involved in planning. (15)
- V. Define organization. Discuss the principles of organization. (15)

Section - C

- VI. Define communication. State the common barriers to effective communication in an organization. (15)
- VII. Define leadership. Also discuss its significance. (15)
- VIII. What do you mean by motivation? Briefly discuss the theories of motivation. (15)
- IX. Explain the concept and nature of control. Also discuss its importance. (15)

x-x-x