

**Code : 303104**

**BCA 1st Semester Exam., 2013**

**PRINCIPLES OF MANAGEMENT  
AND ORGANIZATION**

Time : 3 hours    **akubihar.com**    Full Marks : 60

*Instructions:*

- (i) The questions are of equal value.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. **1** and **2** are compulsory.

**1. Choose the correct answer :**

- (a) Management affects employee morale but not a company's financial performance.
  - (i) True
  - (ii) False
- (b) A goal of efficiency is to minimize resource costs.
  - (i) True
  - (ii) False
- (c) Fayol's management functions are basically equivalent to Mintzberg's management roles.
  - (i) True
  - (ii) False

- (d) The division of labor is also referred to by the term 'job specification'.
  - (i) True
  - (ii) False
- (e) The Industrial Revolution began in the nineteenth century.
  - (i) True
  - (ii) False
- (f) Organizing includes
  - (i) defining organizational goals
  - (ii) hiring organizational members
  - (iii) motivating organizational members
  - (iv) determining who does what tasks
- (g) The process of monitoring, comparing and correcting is called
  - (i) controlling
  - (ii) coordinating
  - (iii) leading
  - (iv) organizing
- (h) The quantitative approach to management has also been referred to by which of the following names?
  - (i) Sales optimization
  - (ii) Management science
  - (iii) Managerial theory
  - (iv) Statistical reformulation

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(i) Planning involves two important elements, i.e., **akubihar.com**

- (i) goals and decisions
- (ii) goals and plans
- (iii) plans and decisions
- (iv) goals and actions

(j) What is the strength of a simple structure?

- (i) Employees are grouped with others who have similar tasks
- (ii) It focuses on results
- (iii) It is inexpensive to maintain
- (iv) There are cost-saving advantages from specialization **akubihar.com**

2. Answer any *three* of the following :

- (a) Describe the four functions of management.
- (b) Differentiate between open system and closed system.
- (c) Describe span of management.
- (d) Differentiate between objectives and policies.
- (e) Differentiate between effectiveness and efficiency.

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Answer any *three* questions of the following :

- 3. Discuss different managerial roles. Include specific examples.
- 4. Converse Frederick Taylor's work in scientific management. List Taylor's four principles of management.
- 5. Define management by objectives (MBO) and list different elements of this type of goal setting.
- 6. Define corporate social responsibility and describe some of the current trends in this area.
- 7. List and discuss the five needs that are based on Maslow's hierarchy of needs theory.

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