



বিদ্যাসাগর বিশ্ববিদ্যালয়
VIDYASAGAR UNIVERSITY
Question Paper

B.Com. Honours Examinations 2021
(Under CBCS Pattern)
Semester - III
Subject : ACCOUNTING & FINANCE
Paper : C 7-T
(Management Principles & Application)

Full Marks : 60
Time : 3 Hours

*Candidates are required to give their answers in their own words as far as practicable.
The figures in the margin indicate full marks.*

(Theory)

Group-A

1. Answer any **four** questions from the following : 12×4=48
- (a) Discuss various techniques of control. 12
- (b) Describe the contribution of Elton Mayo in Human Relations Approach. State the results derived from Hawthorne experiments. 4+8
- (c) What is meant by delegation of authority? Distinguish between delegation and decentratiation. 4+8
- (d) Discuss critically the Need Hierarchy Theory of Abraham Maslow. 12

- (e) What are the barriers of communication? How can these barriers be removed? 4+8
- (f) Define strategic planning? What are the steps involved in strategic planning? 2+10
- (g) Define leadership. Explain types of classical leadership styles with suitable examples. 2+10
- (h) Write short notes on any two : 6×2
- (a) SWOT Analysis
- (b) BCG Matrix
- (c) Porters Five force analysis
- (d) Steps in planning.

Group - B

2. Answer any **six** questions from the following : 2×6=12
- (a) Mention any four functions of management. 2
- (b) What is classical approach of management theory? 2
- (c) What do you mean by grapevine? 2
- (d) What is decision making? 2
- (e) Define planning. 2
- (f) What is span of management? 2
- (g) State the importance of motivation. 2
- (h) What is functional organization? 2
- (i) What is formal communication? 2
- (j) What do you mean by Return on Investment (ROI)? 2
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