2014

Time: 3 hours

Full Marks: 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

(Objective Type Questions)

Answer all questions:

1. Choose the correct answer of the following:

2 x 10 = 20

(a) "Management is a profession." This statement is of:

(i) George R. Terry
(ii) American Management Association
(iii) Henry Fayol
(iv) R. C. Devis

NR - 1/3

(Turn over)
(i) Theory X and Y belong to:

(ii) Herzberg

(ii) Maslow

(iii) McGregor

(iv) None of them

**Group - B**

**(Long-answer Typw Questions)**

Answer any four questions of the following:

\[15 \times 4 = 60\]

2. Define Management and discuss its functions.

3. Briefly explain the techniques of Taylor’s scientific management.

4. Discuss the need and importance of Business Planning.

5. What do you understand by decision-making? Discuss the nature and characteristics of decision-making.

6. Define organisation. What are the main elements of an organisation?

7. Explain briefly the principles of delegation of authority.

8. Define communication. Describe various steps involved in the process of communication.

9. Define motivation and discuss its importance in Management.

10. Discuss the basic steps involved in the process of control.

11. Write a note on Business ethics and Corporate culture.

\[\text{NR - 1/3 (300)} \quad (5) \quad \text{BBA(I)/H-1 / 14}\]