2023

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-101-CC 1

(Principle of Management and Organizational Behaviour)

Full Marks : 75

The figures in the margin indicate full marks.

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

Section - A

1. Answer ***any ten*** questions : 2×10

(a) What do you understand by Group Cohesiveness?

(b) What is Budgetary Control?

(c) State two principles of Effective Coordination.

(d) Who is a Karta? What are his functions?

(e) State any two differences between Work Groups and Work Teams.

(f) Give any two factors affecting the extent of Decentralization in an organization.

(g) State the different factors affecting Perception.

(h) What do you understand by a Strategic alliance?

(i) Briefly explain any two Principles of Scientific Management.

(j) What are the different types of Control?

(k) What are Operational and Strategic Plans?

(l) What are Mergers?

(m) How does Authority differ from Responsibility?

(n) Who is known as the Father of Modern Management Theory? State any one of his principles.

(o) State two factors influencing Perceptual selectivity.

(p) Explain 'Esprit de Corps'.

Section - B

2. Answer ***any five*** questions : 5×5

(a) Identify and explain the various functional areas of management within an organisation.

(b) What is Forward and Backward Integration? Explain with examples.

(c) Briefly discuss the concept of Transformational Leadership style.

(d) Explain the Principles of Effective Delegation in an organisation.

(e) Differentiate between different Types of Personalities.

(f) What is the Classical Conditioning Theory of Learning? How does it differ from Operant Conditioning?

(g) What are the features of Joint Stock Companies? Make a comparison between Public and Private Limited Companies.

(h) Describe the Personality Traits relevant to the study of Organizational Behaviour.

Section - C

Answer ***any three*** questions. 10×3

3. Briefly explain the concept of organisational structure. What are the basis on which departmentation is done? Explain with examples.

4. Draw a comparative analysis between Maslow's Need Hierarchy Theory and Herzberg's Two Factor Theory of Motivation.

5. Explain with suitable examples the concept of Franchising and Licensing. Also, distinguish between the two.

6. Discuss the contribution of Elton Mayo to the Human Relations School of Management.

7. Analyse the Managerial Grid developed by Robert R. Blake and Jane S. Morton. How does it help in assessing and improving leadership styles? Provide real-world examples of how the Grid can be applied.