

2024

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-101-CC-1

(Principles 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

Answer *any ten* questions.

2×10

1. (a) What is meant by Strategic Alliance?
- (b) Mention the different types of Licensing.
- (c) What is Forward and Backward Integration?
- (d) Mention main characteristics of Max Weber's Bureaucratic Organization.
- (e) What do you understand by 'Systems Approach' to Management?
- (f) What is Hawthorne effect?
- (g) What is Span of Control?
- (h) State any two difference between line and staff organization.
- (i) Mention two remedial measures to overcome barriers of effective planning.
- (j) What are Operational and Strategic Plans?
- (k) What is Budgetary Control?
- (l) State two principles of effective Coordination.
- (m) Mention the three main determinants of Personality.
- (n) Mention the key features of a franchise agreement.
- (o) What is decision-making in management?
- (p) What is the main characteristic of a charismatic leader?

Section - B

Answer *any five* questions.

5×5

2. (a) Briefly explain the relationship between Planning and Controlling.
- (b) Distinguish between Delegation of Authority and Decentralization.

**Please Turn Over
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- (c) Explain 'mergers' and 'acquisitions' with an example each.
- (d) Distinguish between work group and work teams.
- (e) Describe the five personality traits relevant to the study of Organizational Behaviour.
- (f) What is Classical Conditioning Theory of Learning and how is it different from Operant conditioning theory of Learning?
- (g) What are the barriers to effective communication?
- (h) What are the key components of a good plan?

Section - C

Answer *any three* questions.

- 3. Discuss the various strategies of corporate diversification. How does it help a company reduce risk? 6+4
 - 4. Discuss the steps involved in the planning process and explain how they contribute to achieving organizational goals. 7+3
 - 5. Explain the concept of 'Management By Objectives' (MBO) and its role in the control process. 6+4
 - 6. Explain the concept of Blake and Mouton's Managerial Grid. Discuss the five leadership styles represented in the grid and their application in managing teams. 3+7
 - 7. Write short notes on (*any two*) : 5×2
 - (a) Franchising
 - (b) Leasing
 - (c) Maslow's need hierarchy theory
 - (d) Herzberg two-factor theory.
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