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PG CO-I

POST-GRADUATE COURSE

Term End Examination — December, 2007

M.Com.

PRINCIPLES AND PRACTICE OF MANAGEMENT

PAPER I

Time — 2 hours

Full marks—50

(Weightage of marks—80%)

Special credit will be given for accuracy and relevance in the answer. Marks will be deducted for incorrect spelling, untidy work and illegible handwriting. The weightage for each question has been indicated in the margin.

Answer four questions, taking two from each module

Module I

- 1.(a) Explain the modern concept of social responsibilities of a manager.
- (b) Identify the spheres of such responsibilities in the light of present day concept.
- (c) Clarify the implications of ethics of a manager at both individual human being and management professional levels. 2+4½+6
- 2.(a) Discuss the crucial role of forecasting in making a business plan.
- (b) What are the various techniques of forecasting. 4+8½
- 3.(a) Is decision-making synonymous with planning ?
- (b) Are all business decisions consequences of complete rationality ?
- (c) Elaborate the steps involved in making a decision. 2+2+8½

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(2)

4. Critically examine the determinants of organisation structure. 12½

Module II

- 5.(a) Explain some basic ideas in any motivation theory.
- (b) Discuss Expectancy Theory of motivation. 4+8½
6. Give a graphic portrayal of Managerial Grid Theory of leadership style with discussion and illustrations. 12½
7. Discuss Break-even Analysis as a control measure in an enterprise. 12½
8. Write short notes on *any two* of the following :
 - (a) Delegation leads to decentralisation of authority.
 - (b) Contingency theory.
 - (c) Psychological barriers to communication. 6¼×2

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