

(4)

- (e) Give your own views on the controversial nature of management control.
- (f) For business to be sustainable and even profitable, our planet has to be sustainable – this realization has hit businesses perhaps the hardest in recent times. Comment.

Group—D

4. Answer any *two* questions each within 300 words : $15 \times 2 = 30$
- (a) What is meant by Management by Objectives? Discuss its advantages and limitations.
- (b) An individual cannot be motivated externally until the individual is not ready internally. Do you agree or disagree? Give reasons for your answer.
- (c) Why is informal channel of communication called, a grapevine? Should managers use the grapevine or rely on formal channels?

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Course Code
DOM – 01

Term End Examination - December, 2019

MANAGEMENT PRINCIPLES AND
APPLICATIONS

Diploma in Office Management (DOM)

Time : 3 hours

Full Marks : 100

The figures in the right-hand margin indicate marks

Answer **all** Groups as directed

Group—A

1. Answer *all* the questions, each within 1 word or 1 sentence : $1 \times 10 = 10$
- (a) What is the basic significance of planning?
- (b) Why is effective communication important to the manager?
- (c) Is it possible to be both a task-oriented and people-oriented leader?
- (d) How can reverse logistics cater to a green supply chain strategy in the future?

(2)

- (e) What are the differences between Maslow and ERG theory of motivation?
- (f) What do you mean by 'systems approach'?
- (g) Write a short note on motion study.
- (h) What are the factors that govern the degree of decentralization in an organization?
- (i) "Management is the art of getting things done through and with people in formally organized groups." Explain.
- (j) Does money play any role in motivating people? Explain.

Group—B

2. Answer any *four* questions each within 100 words : 5×4=20
- (a) Discuss merits and demerits of Planning.
 - (b) Explain the elements of the communication process.
 - (c) Describe the role of the Internet in managing supply chains in the future.

(3)

- (d) State the main factors that are likely to affect resistance and the successful implementation of management control systems.
- (e) Who introduced the concept of managerial skills? Do you agree that lot of technical skill is required by the top management of an organization?
- (f) "Delegation is the key to administrative effectiveness." Elucidate.

Group—C

3. Answer any *four* questions each within 200 words : 10×4=40
- (a) Explain briefly the steps involved in planning process.
 - (b) Explain decision making and steps involved.
 - (c) "Leadership is the driving force which gets things done." Explain.
 - (d) Comment on the five main leadership positions depicted in management grid. Which one would you advocate and why?