



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 3rd Semester Examination, 2021-22

ASPACOR07T-ADVERTISEMENT AND SALES PROMOTION (CC7)
PRINCIPLES AND PRACTICE OF MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate marks of question.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is Scientific Management?
 - (b) State two importances of management.
 - (c) Mention four planning premises.
 - (d) What are different steps of Forecasting?
 - (e) What is decentralization?
 - (f) What is span of management?
 - (g) State two features of control.
 - (h) Is management a profession?
 - (i) What do you mean by SWOT?
 - (j) What is meant by decision making?
 - (k) What are the principles of organizing?
 - (l) What is theory Y?
 - (m) Is a manager always a leader? Justify your answer.
 - (n) What is “feed forward” control?
 - (o) What is cooperation?

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Explain the significance of control in management.
 - (b) Critically discuss the two factor theory of Herzberg.
 - (c) Is management an art or science?
 - (d) “Planning and forecasting are not synonymous.” — Discuss.

- (e) Distinguish between line and staff organization.
- (f) “Organisation is a process.” — Discuss.
- (g) Explain the levels of management.
- (h) Name any four principles of management as framed by H. Fayol.
- (i) Discuss the techniques of forecasting.
- (j) Explain the major objectives of organization.
- (k) Distinguish between leadership and motivation.
- (l) “Coordination is the essence of management.” — Discuss.

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Describe the style of leadership introduced by Tannenbaum and Schmidt.
 - (b) Discuss the contributions of F.W. Taylor to the development of management thought.
 - (c) Discuss the steps to be followed in planning.
 - (d) Explain the principles of coordination.
 - (e) Discuss Maslow’s theory of motivation.
 - (f) State the tools and techniques of an effective control system.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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