

Roll No. 01026671.....

BCA-103(N)

**B. C. A. (First Semester)
EXAMINATION, Nov./Dec., 2018**

(New Course)

Paper Third

PRINCIPLES OF MANAGEMENT

Time : Three Hours] [Maximum Marks : 75

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. Write short notes on the following :

- (A) Difference between Management and Administration
- (B) Level of Management
- (C) Contribution of Elton Mayo
- (D) Brainstorming
- (E) Forces for change

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- (F) Stages in Maslow's need hierarchy theory
- (G) Principles of Direction
- (H) Difference between Strategy and Policy
- (I) Concept of Strategic Management

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 12 marks.

2. 'Professionalisation of Management is the only means of meeting the challenges in this dynamic business environment.' Discuss.
3. What do you mean by social responsibility of business ? Why has it acquired added importance in India in the present context ?
4. What is the contribution of F. W. Taylor to management thought and practices ? Do you think his contribution is valid today ? Explain.
5. Differentiate between single-use plans and standing plans. Discuss the major steps involved in planning.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 12 marks.

6. Discuss the concept and process of control. State the requirements of an effective control system.
7. Explain the Lewin's model for change. Discuss strategies to minimise resistance to change.

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8. Discuss McGregor's views regarding motivation. Explain fully the implications of Theory X and Theory Y.
9. Describe the relevance of strategic management for industrial organisations and explain the steps involved.

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