



‘समानो मन्त्रः समितिः समानी’

UNIVERSITY OF NORTH BENGAL

BBA/B.Com. LL.B. Honours 2nd Semester Examination, 2022

PRINCIPLES OF MANAGEMENT

PAPER CODE: FC03

Time Allotted: 3 Hours

Full Marks: 100

The figures in the margin indicate full marks.

*The students are advised to follow the word limit mentioned below strictly while answering questions.
The marks will be deducted if answers exceed word limit. 20 marks- not more than 2000 words / 15 marks- not more than 1500 words / 10 marks- not more than 1000 words / 5 marks- not more than 500 words*

Answer Question No. 7 and any four from the rest

1. (a) Define Interview. 5
(b) Explain different types of interview. 15
2. (a) What is communication? 5
(b) What are the factors which result in effective communication? 15
3. (a) What is Business Environment? 5
(b) What are different types of environment? 5
(c) Explain PESTEL Analysis. 10
4. (a) What is Delegation? 5
(b) Explain the various Principles of delegation. 15
5. Explain in detail, the 14 principles by Henri Fayol. 20
6. (a) What is an organisation? 5
(b) Explain different principles of organisation. 15
7. Write short notes on any **four**: 5×4 = 20
 - (a) SWOT Analysis 5
 - (b) Vision and Mission 5
 - (c) Recruitment 5
 - (d) Scientific Management 5
 - (e) Coordination 5
 - (f) Qualities of a good manages. 5

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