



'সমানো মন্ত্র: সমিতি: সমানী'

## 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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