

C.S.J.M. University, Kanpur
B.C.A. (1st – Semester) Examination, 2018
Principles of Management (BCA – 103)

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 continuations.

Section – A

(Short Answer Type Questions)

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

1. (a) Difference between Management and Administration.
(b) Level of Management
(c) Contribution of Elton Mayo
(d) Brainstorming
(e) Forces for change
(f) Stages in Maslow's need hierarchy theory
(g) Principles of Direction
(h) Difference between Strategy and policy
(i) Concept of Strategic Management

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Section – B

(Long Answer Type Questions)

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

2. 'Professionalization 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. Tylor 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 minimize resistance to change.
8. Discuss McGregor's view regarding motivation. Explain fully the implications of Theory X and Theory Y.
9. Describe the relevance of strategic management for industrial organizations and explain the steps involved.