



DMM-2716
Second Year B. Com. (HONOURS) (Sem. IV)
Examination
March/April – 2016
Principles of Business Management

Time : 2 Hours]

[Total Marks : 50

Instructions :

(1)

<p>नीचे दृशावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : SECOND YEAR B. COM. (HONOURS) (SEM. IV)</p> <p>Name of the Subject : PRINCIPLES OF BUSINESS MANAGEMENT</p> <p>Subject Code No. : 2 7 1 6 Section No. (1, 2,.....): Nil</p>	<p>Seat No. : <input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/><input type="text"/></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; width: 100%;">Student's Signature</div>
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- (2) All questions are compulsory.
(3) Figures to the right indicate marks.

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| 1 | Answer in brief : | 10 |
| | 1. State the qualities of successful leader. | |
| | 2. Explain the importance of values in organisation. | |
| | 3. Explain the concept of TQM. | |
| | 4. Explain the term Bureaucracy. | |
| | 5. Explain PERT. | |
| 2 | (a) Explain the Tannenbaum and Schmidt's Theory of leadership. | 7 |
| | (b) Explain the steps to be taken to overcome resistance. | 6 |
| 3 | (a) Write a detailed note on corporate Social Responsibility. | 7 |
| | (b) What are the essentials of Effective Control System ? | 6 |

4 (a) Write a detailed note on Corporate Governance. 5

(b) Vikesh, a very young enthusiastic man, was appointed 9
as a General Manager in Alpha Ltd. He was regarded
as a junior executive by most of his subordinates. He was
heading record maintenance and printing department
and he expected promptness and efficiency on part of his
subordinates. They provided service to other departments
in the company.

However, the inter departments were not satisfied and
complained about delay in printing very often. When
Vikesh learnt about this he insisted that no pending task
should remain at the end of the day. As a result the
workers were required to be efficient and if need be work
overtime till the assignment is complete.

The workers felt that Vikesh was too autocratic as
well as mechanical in his approach. He never cheered
them up, but rather took them to task. They were
expected to return to duty immediately after recess and
no one was allowed to talk while on duty. Nobody dared
to complain against him as he was in good books of the
management.

There was high level of frustration amongst the
workers and they were planning to join other company
as soon as they get a chance.

Questions :

- A. Do you think Vikesh was wrong in his approach ?
- B. Suggest steps to solve the problem.