

Full Marks : 20

Time : As in the Programme

The figures in the right hand margin indicate marks.

Management Principles & Applications

[10×2]

1. Define Management ? Elaborate Fayol's fourteen principles of management briefly?
2. What is planning? Discuss the process, importance and limitation of Planning.
3. Explicate Maslow's Need – Hierarchy Theory of motivation with example.
4. Elaborate different barriers to communication? How can a manager overcome these barriers?
5. Distinguish between:
 - a) Line Authority & Staff Authority
 - b) Formal & Informal Communication
6. Write short notes on :
 - a) SWOT Analysis
 - b) B.C.G Matrix

