



UNIVERSITY OF NORTH BENGAL
BBA Honours 1st Semester Examination, 2020

CC1-BBA

PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Full Marks: 60

ASSIGNMENT

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

Answer any two of the following questions

30×2 = 60

1. (a) Do you think management theory will ever be as precise as theories in the fields of physics, chemistry or experimental psychology? Why or why not? 15
- (b) Father of Scientific Management and father of Principles of Management both contributed for the management theory. What are the core theories and which theory is suitable in modern form of management? Give your own justification. 15
2. (a) How might the organisational design of an R&D firm in the pharmaceutical industry differ from the organisational design of a FMCG manufacturer and what sort of organisational structure best suited to custom made product produced in a stable environment and mass product produced in unstable environment? 15
- (b) Compare line, functional and matrix organizations. Which of these will be appropriate for a large manufacturing enterprise and which of these will be appropriate for Small Scale Industries in modern scenario? Elaborate with reason. 15
3. (a) “The controlling function of management is similar to the function of the thermostat in a refrigerator.” Comment and also discuss in brief the contributions of Behavioural Science Approach and System Approach to the study of management. 15
- (b) “To facilitate a near accurate prediction of an applicant’s success on the job, the selection methods should meet generic standards.” According to you, what should these standards be? And if you were responsible for hiring someone for your job, which recruitment sources would you use and which recruitment sources would you avoid? Give reason. 15

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