



Biryani's
Group of Girls' Colleges
1st Internal Examination, 2019
B.Com II (Pass)
Management
Set A

Time 1.30 Hrs.

Max. Marks 40

Compulsory to attempt all the questions. All Questions carry equal marks.

A. Multiple Choice Questions

[1*10=10]

Q.1 Espirit de corps means-

A Union is strength

B Service is our motto

C buyer beware

D product is our strength

Ans. A

Q.2 Henry Fayol laid down-

A 12 principles

B 14 techniques

C 14 principles

D 15 principles

Ans. C

Q.3 Father of principles of management-

A Mary Parkett

B Lillian Gilberth

C Henry Fayol

D Elton Mayo

Ans. C

Q.4 Pioneer of Human Relation is-

A Mary Parkett

B Lillian Gilberth

C Henry Fayol

D Elton Mayo

Ans. D

Q.5 Management and administration are-

- A Same
- B Different
- C Partly same and partly different
- D None of above these

Ans. C

Q.6 F.W. Taylor is associated with-

- A Scientific Management
- B Future Management
- C Modern Management
- D Principles of management

Ans. A

Q.7 function is regarded as the essence of management-

- A Organising
- B Staffing
- C Co- ordination
- D Directing

Ans.C

Q.8 Control system of an organization has no influence over the-

- A Internal environment
- B External environment
- C Customers
- D Government

Ans. B

Q.9 General and industrial management was written by-

- A Mary Parkett
- B Lillian Gilberth
- C Henry Fayol
- D Elton Mayo

Ans. C

Q.10 Contingent plan to meet environmental pressures is-

- A Objective
- B strategies
- C policies
- D Rules

Ans. B

B. Long type Questions: (10 marks each)

Q.1 What do you mean by profession ? Management is a Profession. Give arguments in favour and against.

Ans. Meaning of profession-

A **profession** is an occupation founded upon specialized educational training, the purpose of which is to supply disinterested objective counsel and service to others, for a direct and definite compensation, wholly apart from expectation of other business gain.

Management as a Profession or not

Management runs along the lines of a profession. Although not exactly, management exhibits many features that ensure that it is a part of the professional universe. Let us observe how:

- i. Management consists of well defined and systematic knowledge, that is imparted to people aiming to be a manager. This knowledge developed over time and is ever changing and increasing. Further, these concepts and principles are applied to general business situations. This knowledge is taught at various institutes, colleges and can also be acquired through books and journals. For example, the IIM is an institute aimed at teaching this management knowledge. Lastly, the admission to these institutes is through an examination.
- ii. As discussed, a profession has restricted entry. But management does not meet this condition in a fulfilling manner. For example, medicine requires a practising doctor. Interestingly there are no such conditions in the managerial domain. Any person can be called a manager in an organisation regardless of their educational qualifications. Additionally, there is no particular degree, devoid of which, a person won't qualify as a manager. Then again possession of educational knowledge from reputed management colleges is an important aspect and desired quality.
- iii. There is no single association that controls and defines the code of conduct for all managers. Having said that, there are a number of organisations like the AIMA(All India Management Association) that regulate the activities of their manager members. However, there is no compulsion to be a member of any of these organisations to be called a manager.
- iv. The management section of an organisation has well-defined motives. These vary from organisations to organisations like profit maximisation, service, quality etc. However, these motives are dynamic. Consequently, the profit maximisation motive of management is fast changing in favour of service.

Q. 2 What are the main types of communication? Explain.

Ans. The main types of communication-

The Broad Categories of Communication

On the basis of the communication channels, types of communications are:

- A. Verbal
- B. Non-Verbal
- C. Visual

Verbal

This involves the use of language and words for the purpose of passing on the intended message. In general terms, Verbal Communication means communication in the form of spoken words only. But, in the context of types of communication, verbal communication can be in the spoken or the written form. Thus, the verbal form may be oral or written as discussed below.

- **Written Communication:** This kind of communication involves any kind of exchange of information in the written form. For example, e-mails, texts, letters, reports, SMS, posts on social media platforms, documents, handbooks, posters, flyers, etc.
- **Oral Communication:** This is the communication which employs the spoken word, either direct or indirect as a communication channel. This verbal communication could be made on a channel that passes information in only one form i.e. sound. You could converse either face to face, or over the phone, or via voice notes or chat rooms, etc. It all comes under the oral communication. This form of communication is an effective form.

Non-Verbal Communication

In this type of communication, messages are relayed without the transmission of words. The messages here are wordless messages. This form of communication mainly aides verbal communication. It supplements it with gestures, body language, symbols, and expressions.

Through these, one may communicate one's mood, or opinion or even show a reaction to the messages that are relaying. One's non-verbal actions often set the tone for the dialogue. You can

control and guide the communication if you control and guide the non-verbal communication. Some of the modes of non-verbal communication are:

Physical Non-verbal Communication

This is the sum total of the physically observable. For instance, hand gestures, body language, facial expressions, the tone of one's voice, posture, stance, touch, gaze, and others. Several researchers have revealed that physical nonverbal communication constitutes about 55% of our daily communications.

These are subtle signals that are picked up as part of our biological wiring. For example, if you rest your head on your palms, it will mean that you are very disappointed or angry. Similarly, other subtle hints will convey your reaction to the presenter or your audience's reaction to you.

Paralanguage

This is the art of reading between the lines. The main kind of such communication is done with the tone of one's voice. This kind of communication amounts to almost 38% of all the communication that we do every day. Along with the tone of voice, the style of speaking, voice quality, stress, emotions, or intonation serves the purpose of communication. And, these aspects are not verbal.

Aesthetic Communication

Art is an important means of communication. Through the paintings or other forms of art, an artist can convey the strongest messages. Several times in the history of the world, art has been used as an effective form of nonverbal communication.

Appearance

The first impression sets the tone. People will react to your appearance and this is a fact of life. Your clothes, the color of the fabrics, etc. all determine the reaction of your audience.

Visual Communication

This is communication through visual aids like drawings, placards, presentations, and illustrations, etc.

Formal & Informal Communication

Apart from the above types, we have formal & informal types of communication. Formal communication is of following types:

- **Vertical:** The information or data flows up and down the organizational structure.
- **Horizontal:** This is the communication between two similar levels of the organization.
- **Diagonal:** This is the communication across the cross-functional levels of employees from various departments of the organization.

The other form is the informal or casual communication which is the general communication between random people of the organizations.

Q. 3 What is decision making? Explain the process of decision making.

Ans. Meaning of decision making-

Decision-making is an integral part of modern management. Essentially, Rational or sound decision making is taken as primary function of management. Every manager takes hundreds and hundreds of decisions subconsciously or consciously making it as the key component in the role of a manager. Decisions play important roles as they determine both organizational and managerial activities. A decision can be defined as a course of action purposely chosen from a set of alternatives to achieve organizational or managerial objectives or goals. Decision making process is continuous and indispensable component of managing any organization or business activities. Decisions are made to sustain the activities of all business activities and organizational functioning.

The process of decision making-

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions.

Using a step-by-step decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and defining alternatives. This approach increases the chances that you will choose the most satisfying alternative possible.

Step 1: Identify the decision

You realize that you need to make a decision. Try to clearly define the nature of the decision you must make. This first step is very important.

Step 2: Gather relevant information

Collect some pertinent information before you make your decision: what information is needed, the best sources of information, and how to get it. This step involves both internal and external “work.” Some information is internal: you’ll seek it through a process of self-assessment. Other information is external: you’ll find it online, in books, from other people, and from other sources.

Step 3: Identify the alternatives

As you collect information, you will probably identify several possible paths of action, or alternatives. You can also use your imagination and additional information to construct new alternatives. In this step, you will list all possible and desirable alternatives.

Step 4: Weigh the evidence

Draw on your information and emotions to imagine what it would be like if you carried out each of the alternatives to the end. Evaluate whether the need identified in Step 1 would be met or resolved through the use of each alternative. As you go through this difficult internal process, you’ll begin to favor certain alternatives: those that seem to have a higher potential for reaching your goal. Finally, place the alternatives in a priority order, based upon your own value system.

Step 5: Choose among alternatives

Once you have weighed all the evidence, you are ready to select the alternative that seems to be best one for you. You may even choose a combination of alternatives. Your choice in Step 5 may very likely be the same or similar to the alternative you placed at the top of your list at the end of Step 4.

Step 6: Take action

You’re now ready to take some positive action by beginning to implement the alternative you chose in Step 5.

Step 7: Review your decision & its consequences

In this final step, consider the results of your decision and evaluate whether or not it has resolved the need you identified in Step 1. If the decision has *not* met the identified need, you may want to repeat certain steps of the process to make a new decision. For example, you might want to gather more detailed or somewhat different information or explore additional alternatives

