

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B.Com, Semester-I, Semester End Examination, November 2023
COM 111- Principles and Practice of Management (Minor)

Duration: 2 hours

Max Marks: 80

Instructions: 1) Figures to the right indicate maximum marks

2) Start each question on fresh page

3) All Questions are compulsory

4) Answer to question of 12 marks should be approximately 400 words each

5) Answer to question of 04 marks should be approximately 100 words each

Q1. Answer the following questions in 50 words:

(8X2=16)

- a. State the five forces of Porters analysis.
- b. List the various Functions of Management
- c. Highlight the concept of Ethical Management
- d. Discuss any two Principles of Coordination
- e. Enumerate the different types of Plan.
- f. Write short note on Brainstorming Technique
- g. List out the four steps of Staffing
- h. Write briefly on Oral Communication

Q2.A. "Coordination is the essence of Management". Comment.

(04 marks)

Q2.X. Briefly explain Fayol's Principles of Management and its contribution to effective organisation management.

(12 marks)

OR

Y. Describe the key features of Behavioral Approach in Management.

(12 marks)

Q3. A. Identify and Describe various external environmental factors that have the potential to affect business.

(12 marks)

X. Apply the BCG matrix framework to a well-known company and classify its products into the four quadrants.

(04 marks)

OR

Y. Discuss how businesses can apply SWOT analysis to enhance their strategic decision making and competitive advantage.

(04 marks)

Q4. A. Analyze how organisations are adapting to and utilizing emerging communication trends in today's world.

(12 marks)

X. Describe how applying Maslow's Need Hierarchy Theory can help organisations enhance employee motivation.

(04 marks)

OR

Y. Discuss how organisations can apply Hertzberg Theory to improve their work environment.

(04 marks)

Q5. A. Illustrate the process of Controlling in Management.

(12 marks)

X. Present the practical initiatives an organisation can employ to integrate sustainability into its operations.

(04 marks)

OR

Y. Categorize and describe different types of stress that individuals may experience in their professional lives.

(04 marks)