



বিদ্যাসাগর বিশ্ববিদ্যালয়  
**VIDYASAGAR UNIVERSITY**  
**Question Paper**

**B.Com. Honours Examinations 2020**  
(Under CBCS Pattern)  
**Semester - III**  
**Subject : ACCOUNTING AND FINANCE**  
**Paper : C 7-T**  
(Management Principles & Applications)

**Full Marks : 60**

**Time : 3 Hours**

*Candidates are required to give their answer in their own words as far as practicable.  
The figures in the margin indicate full marks.*

Answer any **three** of the following questions :

20 × 3 = 60

1. Define motivation and state its importance. Briefly explain the Maslow's need—Hierarchy Theory. 4+4+12
2. What do you mean by Span of Management? Discuss briefly the factors that affect span of management. 5+15
3. State the process of communication. Discuss the different ways for overcoming barriers to communication. 10+10
4. Write short notes on : 5+5+5+5  
(a) MBO

(b) Strategic Planning

(c) Delegation of Authority

(d) Budgetary Control.

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| 5. | Define the term “Management”. Explain the functions of management.            | 6+14 |
| 6. | Discuss the different types of planning ? Explain the importance of planning. | 12+8 |

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