

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS**  
**FARMAGUDI, PONDA – GOA**  
**B.COM. UGC-CCFUP (SEMESTER-I) REGULAR EXAMINATION NOVEMBER 2023**

**MINOR-1 COM-111 – PRINCIPLES AND PRACTICE OF MANAGEMENT**

**Time: 2 Hours**

**Marks: 80**

**Instructions:**

1. *All questions are compulsory.*
2. *Internal Choices are given.*
3. *Figures to the right indicate maximum marks to the questions.*

Q.1.A) Answer the following question: - **(2x8 Marks)**

- 1) Define and explain in brief the concept of Management.
- 2) What is SWOT analysis?
- 3) State and explain in brief any two barriers to communication.
- 4) Define and explain the concept of Controlling.
- 5) Why is Management Considered to be a goal-oriented process?
- 6) Describe in brief the Brainstorming technique of Decision making.
- 7) Write a note on concept of Staffing.
- 8) Recall and write any two limitations of controlling.

Q.2.A) Explain Fayol's 14 principles of management. **(any eight)** **(12 Marks)**

**OR**

Q.2.A) Critically Examine Porters Five Forces Model. **(12 Marks)**

Q.2.C) Write a short note on need of Management in an organisation. **(4 Marks)**

Q.3.A) Alexis Ltd. Is into the manufacturing sector, however the sales of this company has been drastically falling since last six months as a result of which it is facing frequent losses and is about to close down. Explain how a manager will use the Decision-making process to find a solution to this problem. **(12 Marks)**

Q.3.B) Span of Management determines how well a job is completed- state your opinion and justify your answer. **(4 Marks)**

**OR**

Q.3.B) Demonstrate how External Environmental factors influences the Managers to execute their plans. **(any two)** **(4 Marks)**

**P.T.O.**

