

**BV (4)/FHRM-4.2/17 (C)**

**2 0 1 7**

**FUNDAMENTALS OF HUMAN RESOURCE  
MANAGEMENT AND MARKETING**

Paper : G-4.2

Full Marks : 40

Time : 2 hours

*The figures in the margin indicate full marks  
for the questions*

1. Choose the correct option from the following :

1×5=5

(a) The type of interview which consists of a predetermined checklist of questions is known as

- (i) behavioural interview
- (ii) unstructured interview
- (iii) stress interview
- (iv) structured interview

(b) Virtual organization is also known as

- (i) informal organization
- (ii) technical organization
- (iii) digital organization
- (iv) mobile organization

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*( Turn Over )*

- (c) A plan of expected result expressed in numerical terms is known as
    - (i) project
    - (ii) strategy
    - (iii) policy
    - (iv) budget
  - (d) Which one of the following barriers to communication is responsible for misleading disclosure by a corporate house?
    - (i) Selective perception
    - (ii) Filtering
    - (iii) Information overload
    - (iv) Jargon
  - (e) Which one of the following management control measures is best suited to achieve the goal of 'management by objectives'?
    - (i) Feed forward control
    - (ii) Concurrent control
    - (iii) Feedback control
    - (iv) Perspective control
2. Answer any *five* of the following questions briefly : 2×5=10
- (a) What is meant by the contingency approach to leadership?
  - (b) Enumerate the steps in decision making process.

- (c) List out a few of the non-monetary benefits which could motivate employees.
  - (d) What types of skills are required at various levels of management?
  - (e) State the comprehensive and well accepted classification of managerial functions.
  - (f) What are the different types of organization structures?
  - (g) State the process of control in management.
3. Answer any *three* of the following questions : 5×3=15
- (a) Mention some of the important barriers to communication. Suggest remedies to overcome these barriers. 5
  - (b) What is coordination? Why is it called the essence of managership? State and explain briefly the major principles of coordination. 1+2+2=5
  - (c) Write short notes on : 2½+2½=5
    - (i) SWOT analysis
    - (ii) MIS

- (d) State and explain the major principles of organization with special reference to span of management principles. 5
- (e) "Management is the art of creating a fine climate for work in an enterprise." Comment. Suggest a suitable definition of management and establish its superiority over certain popular definitions of management. 5
4. Answer any *one* of the following questions : 10
- (a) "Motivation is the soul of managerial process." In the light of this observation, define motivation and state its significance briefly. Also explain Maslow's need hierarchy theory. 2+3+5=10
- (b) "Communication is a circular process." Examine this statement. State the process and principles of communication. 10
- (c) What is the behavioural implication of control? How are planning and control related to each other? Explain the various steps inherent in an effective control system. 2+2+6=10

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