



**UNIVERSITY OF NORTH BENGAL**  
B.Com. Honours 2nd Semester Examination, 2020

**CC3-COMMERCE**

**MANAGEMENT PRINCIPLES AND APPLICATIONS**

Full Marks: 60

**ASSIGNMENT**

*The figures in the margin indicate full marks.*

**Answer any *three* questions from the following**

20×3 = 60

1. Clearly make a thorough comparison of BCG and GE matrix for adopting proper strategies for surviving in a competitive environment. 20
2. Compare and contrast Business Planning and Business Forecasting stating clearly the systematic process to be followed in the both cases. 20
3. The success of an organization depend to a great extent on the appointment of good human resources and motivating them to achieve the goals set by the top level management. Give your arguments to substantiate your view. 15+5 = 20
4. Some management experts believe that planning without control is meaningless and control without proper planning is a waste. Give your arguments in this regards stating clearly various control procedures. 10+10 = 20
5. Management theories have undergone an evolutionary changes over the years. Discuss the transformation that can be observed and clearly justify the necessity of adopting modern theories to adjust to the changes that have taken place in the business environments. 10+10 = 20

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