

**ECO - 03**

**Bachelor's Degree Programme  
(BDP)**

**ASSIGNMENT  
2015-16**

**Elective Course in Commerce  
ECO – 03: MANAGEMENT THEORY**

**For July 2015 and January 2016 admission cycle**



**School of Management Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi -110 068**

**Elective Course in Commerce**  
**ECO – 03: Management Theory**

**ASSIGNMENT- 2015-16**

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

This assignment is valid for two admission cycles (**July 2015 and January 2016**). The validity is given below:

1. Those who are enrolled in **July 2015**, it is valid up to **June 2016**.
2. Those who are enrolled in **January 2016**, it is valid up to **December 2016**.

You have to submit the assignment of all the courses to **The Coordinator of your Study Centre**. For appearing in **June Term-End Examination**, you must submit assignment to the Coordinator of your study centre **latest by 15<sup>th</sup> March**. Similarly for appearing in **December Term-End Examination**, you must submit assignments to the Coordinator of your Study Centre **latest by 15<sup>th</sup> September**.

## TUTOR MARKED ASSIGNMENT

---

<b>Course Code</b>	<b>:</b>	<b>ECO-03</b>
<b>Course Title</b>	<b>:</b>	<b>Management Theory</b>
<b>Assignment Code</b>	<b>:</b>	<b>ECO-03/TMA/2015-16</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Maximum Marks : 100**

**Attempt all questions.**

1. “Management Principles focus on one of the best way of doing things and are prescriptive”. Do you agree? Give reasons and explain various principles of management.

(6+14)
  
2. What is meant by morale? Outline the factors that influence the morale of employees in an organization. What is the significance of leadership vis a vis morale?

(4+8+8)
  
3. Distinguish between the following:
  - i) Strategic and Tactical Planning
  - ii) Autocratic Style and Authoritative Style
  - iii) Formal Communication and Informal Communication
  - iv) PERT and CPM

(4×5)
  
4. Briefly comment on the following:
  - i) Individual behaviour is closely linked with group behaviour.
  - ii) Medium range plans have duration of more than one year.
  - iii) Delegation is essential for management but decentralization is optional.
  - iv) Organizational efficiency is ensured with the help of controls.

(4×5)
  
5. Write Short Notes on the following:
  - i) Span of Control
  - ii) Recruitment
  - iii) Process of control
  - iv) Leadership Effectiveness

(4×5)