

Alipurduar College (Govt. Sponsored)  
Internal Assessment  
B.Com. Honours – 2<sup>nd</sup> Semester  
Management Principles and Applications (DSC - 3)  
Full Marks – 20

Answer any one:

1. a) What do you mean by SWOT analysis?  
b) Why strategic planning is important in business? What are the limitations of strategic planning?  
c) Write short notes on BCG Matrix and Management Information System.  
4 + (5 + 3) + (4 + 4)

2. a) Explain Maslow's Need Hierarchy Theory. Compare it with Herzberg's Two Factor Theory?  
b) What do you mean by Transformational Leadership?  
c) Write notes on PERT.  
(5 + 7) + 4 + 4