

I Semester B.B.M. Examination, Nov./Dec. 2014 (Repeaters Scheme) (Prior to 2012-13) Paper – 1.5: BUSINESS MANAGEMENT (100 – 2011-12 Only) (90 – Prior to 2011-12)

Time: 3 Hours Max. Marks: 100/90

Instructions: 1) Answer should be written in English only.

2) Section A, B and C to be answered by all repeaters (90 marks).

3) Section D to be answered by 2011-12 students only (100 marks).

SECTION-A

- I. Answer any ten subquestions. Each sub-question carries two marks. (10×2=20)
 - 1) a) What do you mean by Business Ethics?
 - b) What is Hindu Undivided Family Firm?
 - c) What is Management By Objectives (MBO)?
 - d) State any four sources of recruitment.
 - e) What do you mean by departmentation?
 - f) Define placement.
 - g) State any two essentials of a sound control system.
 - h) What is promotion?
 - i) Give the meaning of performance appraisal.
 - i) What is decentralisation?
 - k) Name the four functions of management.

SECTION-B

- II. Answer any five questions. Each question carries five marks. (5x5=25)
 - 2) Explain in brief the various objectives of business.
 - 3) Explain the different types of plan.
 - 4) Differentiate between formal and informal organisation.
 - 5) Give a note on Maslow's theory of motivation.
 - 6) Differentiate between management and administration.
 - 7) Explain the various types of decisions of business.
 - 8) Discuss the principles of effective communication.

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SECTION-C

- III. Answer any three questions. Each question carries fifteen marks. (15×3=45)
 - 9) Define joint stock company. State its merits and demerits.
 - 10) What is selection? State the various steps involved in selection.
 - 11) What is co-ordination? Discuss the various techniques of co-ordination.
 - 12) Define control. Explain the various steps involved in effective control system.
 - 13) Explain the significance of leadership management. Describe the nature of autocratic and democratic style of leadership.

SECTION - D

IV. Answer the following (To be answered by 2011-12 students Only): (10×1=10)

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14) Explain briefly the various functional areas of management.