

Name :

Roll No. :

Invigilator's Signature :

**CS/MCA/SEM-3/MBA-301/2012-13
2012**

BUSINESS MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

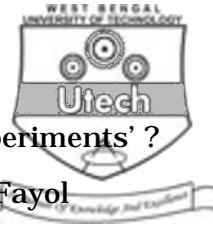
GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Henry Fayol laid down
 - a) 10 principles
 - b) 12 principles
 - c) 13 principles
 - d) none of these.
- ii) The financial analysis of working capital means the something as
 - a) Total assets
 - b) Fixed assets
 - c) Current assets
 - d) Current assets mixed current liabilities.



- iii) Who is the profounder of 'Hawthorn Experiments' ?
 - a) Elton Mayo
 - b) Henry Fayol
 - c) F. W. Taylor
 - d) Lousis Aclen.
- iv) Grapevine Communication refers to
 - a) Formal communication
 - b) Vertical communication
 - c) Horizontal communication
 - d) Informal communication.
- v) Organisation structure refers to
 - a) How activities are coordinated and controlled ?
 - b) How resources are allocated ?
 - c) The location of departments and office space
 - d) the policy statements developed by the firm.
- vi) ERG theory was introduced by
 - a) Clayton Aldofer
 - b) McClelland
 - c) Douglas McGrgor
 - d) J. Stacey adams.
- vii) The word MBO stands for
 - a) Multiple Branch Office
 - b) Management By Organisation
 - c) Management By Objectives
 - d) Management By Order.
- viii) Span of control refers to
 - a) the number of supervisors in a company
 - b) ability to inspire the employees
 - c) the level of disciplines in a company
 - d) the number of subordinates that can be effectively supervised by a manager.



- ix) 'Authority' refers to
- a) the capacity to command
 - b) delegated to a superior by his subordinate
 - c) the right to misuse organisational resources
 - d) the right to command.
- x) According to Herzberg motivation-hygiene theory, which is a motivating fooder.
- a) Job secufity
 - b) Company policy
 - c) Recognition
 - d) Interpersonal relations.
- xi) Orientation training is meant for
- a) Health and Safety
 - b) Introduction to company
 - c) Assignment to new project
 - d) Accustomed with new technology.
- xii) Strategic planning is also known as
- a) First-Generation Planning
 - b) Technical Planning
 - c) Corporate Planning
 - d) Corrective planning.



GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Explain the concept of Decentralisation.
3. Distinguish between Strategic Planning and Operational Planning.
4. State the concept of TOWS Analysis.
5. Differentiate between training and development.
6. What is leadership ? Discuss different leadership styles.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Elaborately explain the BCG Matrix along with the diagram.
8. State the components of external environment and how they impact the functioning of the firm.
9. Elaborately discuss the 'Systems Approach to Management'.
10. Discuss in detail the 'Need Hierarchy Theory' of Maslaw.
11. Write short notes on any *three* of the following : 3×5
 - a) Delegation of Authority
 - b) Role to IT in Business Management
 - c) Productivity
 - d) Performance Appraisal
 - e) Time and Mohon Study
 - f) Hawthorne Experiment.