

DS – 1474

I Semester B.B.M. Examination, November/December 2009

(Semester Scheme)

MANAGEMENT

Paper – 1.5 : Business Management

(22=2×2)

Time : 3 hours

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Max. Marks : 90

Instruction : Answers to be written in *English* only.

SECTION – A

1. Answer any ten sub-questions, each question carries two marks. (2×10=20)

- a) Define management.
- b) Give the meaning of 'Industry'.
- c) Name the tools of ethics.
- d) What is procedure ?
- e) Name two types of decision.
- f) What is Tall Organisation ?
- g) What is territorial departmentation ?
- h) What do you mean by staffing ?
- i) What is job analysis ?
- j) Give the meaning of motivation.
- k) What is formal communication ?
- l) What is the objective of control ?



SECTION – B

Answer **any five** questions, **each** question carries **five** marks.

(5×5=25)

2. “One man control is best in the world, if that man is big enough to manage the whole show”. Discuss the statement.
3. Discuss the qualities of a successful businessman.
4. Discuss five principles of management.
5. Explain the characteristics of good plan.
6. “Decision making is a solution, selected after examining several alternatives”. Discuss.
7. Analyse the requirements of sound motivation system.
8. State the principles of communication.
9. Briefly tell about aims of co-ordination.

SECTION – C

Answer **any three** questions, **each** question carries **fifteen** marks.

(15×3=45)

10. Discuss the meaning and functions of management.
 11. Discuss the concept of social responsibility of business.
 12. What is line and staff organisation ? What are the causes of conflict between line and staff ? How can this conflict be removed ?
 13. Explain the various sources of recruitment.
 14. Describe McGregor’s theory X and theory Y.
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