



SN – 397

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.
- j) What is decentralisation ?
- k) Name the four functions of management.

SECTION – B

II. Answer **any five** questions. **Each** question carries **five** marks. **(5×5=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.

P.T.O.



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)**

- 14) Explain briefly the various functional areas of management.