

MBA-301

BUSINESS MANAGEMENT

Time Allotted: 3 Hours

Full Marks: 70

The questions are of equal value.

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. Answer any *ten* questions. 10×1 = 10
- (i) Leadership is the process of
- (A) influencing the customers
 - (B) influencing the group of members
 - (C) influencing the competitors
 - (D) influencing the creditors
- (ii) Theory 'X' and Theory 'Y' are propounded by
- (A) William G. Ouchi
 - (B) Abraham Maslow
 - (C) Frederick F. Herzberg
 - (D) Douglas McGregor
- (iii) If input decreases while output remains constant, what will happen to productivity?
- (A) it will increase
 - (B) it will decrease
 - (C) it will remain same
 - (D) none of these
- (iv) Job satisfaction refers to
- (A) attitude of an employee towards his work
 - (B) work culture
 - (C) relationship between superiors and subordinates
 - (D) appraisal of the performance of employees

- (v) Which of these is an on the job training program?
(A) programmed instruction (B) simulation
(C) apprenticeship training (D) role play
- (vi) When there is a high level of concern for a group's own interests along with a moderate concern for the interests of other partners, conflict resolution approach is called
(A) collaboration (B) compromise
(C) avoidance (D) accommodation
- (vii) Under Maslow's hierarchy of needs, the need to survive is called
(A) physiological (B) safety
(C) social (D) esteem
- (viii) The ratio of current asset and current liabilities is called
(A) current ratio (B) acid ratio
(C) debt-equity (D) liquid ratio
- (ix) Which of these is not a function of Marketing department
(A) selling (B) grievance handling
(C) product packaging (D) advertising
- (x) The importance of better working conditions for workers' productivity was first mentioned by
(A) Robert Owen (B) Henry Fayol
(C) Elton Mayo (D) Henry Ford
- (xi) Which of the following is not a type of organisation structure?
(A) project organisation (B) line and staff organisation
(C) product organisation (D) vertical organisation
- (xii) The effectiveness of the recruitment process can be measured by
(A) cost per participant (B) feedback of employee
(C) employee turnover (D) all of these

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. "Management is both a science and an art" – Discuss.
3. Explain the leadership style based on grid theory.
4. What is delegation? How is it different from decentralization?
5. What are the sources of Recruitment? Discuss briefly.
6. Selection is a negative process. Discuss with a flow diagram.

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. Define strategy. Why is it important in corporate planning? Write down the meaning of growth and diversification. What are the objectives of conducting SWOT Analysis? 3+4+4+4
8. (a) What are the principles based on which ideal organizational design is made? 8
- (b) Briefly explain the organizational design in respect of traditional functional structure and modern horizontal structure. 7
9. Define communication. Write down the process of communication. State the barrier in effective communications. 15
10. Why is performance appraisal important for an organization? Describe any five techniques of performance appraisal. 15

11. Write short notes on any *three* of the following:

3×5

- (a) BCG matrix.
- (b) Role of IT in modern training.
- (c) Levels of planning.
- (d) Span of management.
- (e) Systems approach.