

**CS/MCA/ODD SEM/SEM-3/MBA-301/2016-17**



**MAULANA ABUL KALAM AZAD UNIVERSITY OF  
TECHNOLOGY, WEST BENGAL**

**Paper Code : MBA-301**

**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) "Father of Scientific Management" is
- a) F. W. Taylor                      b) Henry Fayol  
c) Elton Mayo                        d) Peter Drucker.
- ii) Who professed Neel Hierarchy Theory of Motivation ?
- a) Douglass McGregor  
b) F. W. Taylor  
c) Abraham Maslow  
d) Philip Kotler.

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- iii) Productivity is the ratio of
  - a) Output / Input
  - b) Input / Output
  - c) Production / Manpower
  - d) Goods / Resources.
- iv) Ergonomics is not concerned with which of the following aspects ?
  - a) Noise levels
  - b) Illumination levels
  - c) Working Temperature
  - d) Supervisory skills.
- v) Job rotation
  - a) is a programme through which Management seeks greater productivity from workers
  - b) involves giving employees work with a greater degree of responsibility and autonomy
  - c) is another term for employee empowerment
  - d) means that staff are moved periodically from task to task in order to increase variety and interest.
- vi) Who is the propounder of 14-Principle of Management ?
  - a) Management                      b) Herzbars
  - c) Henri Fayol                      d) None of these.
- vii) Full form of MBO is
  - a) Management By Organisation
  - b) Management By Objectives
  - c) Management By Ownership
  - d) None of these.

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- viii) Full form of EOQ is
- a) Economic Order Quantity
  - b) Economic Order Quality
  - c) Equal Order Quantity
  - d) None of these.
- ix) The most important objective of Management is
- a) Profit maximization
  - b) Maximum resources utilization
  - c) Maximum output by utilization of maximum resources
  - d) Minimum output by minimum utilization of resources.
- x) Collective Bargaining takes place
- a) between superiors and sub-ordinate staffs of an organization
  - b) between employers & employees
  - c) between Managers & Workers
  - d) None of these.
- xi) Administrative Management was propounded by
- a) McGregor
  - b) Mc Farrand
  - c) Henry Fayol
  - d) F. W. Taylor.

**GROUP - B**

**( Short Answer Type Questions )**

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

2. What are the major five functions of Management ?  
Briefly explain those five functions.  $1 + 4$

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3. What do you understand by planning ? Briefly explain the steps of planning. 2 + 3
4. Discuss the three different types of planning.
5. What is the difference between selection and recruitment ?
6. Define selection. Write down the steps of selection process. 2 + 3

**GROUP - C**

**( Long Answer Type Questions )**

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

7. Define the Line & Staff positions in an organisation. Why are both Line and Staff positions necessary for the organisation ? Why do conflicts occur between Line & Staff positions ? 5 + 5 + 5
8. Explain the major elements of an effective Recruitment Policy. Discuss the important sources of recruitment with appropriate examples. 8 + 7
9. Explain the difference between Hygiene / Maintenance factors and motivators as proposed by Herzberg. Compare these factors with different categories of needs given by Maslow. 8 + 7
10. Discuss briefly the communication process and the various barriers for effective communication.
11. Write short notes on the following : 3 × 5
  - a) Productivity
  - b) Project Organisation
  - c) Strategic Planning.