

Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MCA/SEM-3/MBA(MCA)-301/2009-10**  
**2009**  
**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 the following :  $10 \times 1 = 10$ 
  - i) The degree to which tasks in an organisation are subdivided into separate jobs is described as
    - a) departmentalization      b) decentralization
    - c) specification              d) differentiation.
  - ii) The leader's ability to work effectively with the members of the organisation and accomplish team work is termed as
    - a) conceptual skill              b) technical skill
    - c) human skill                 d) design skill.
  - iii) In the first set of Hawthorne experiments dealing with lighting, the main conclusion was that
    - a) only the amount of pay affects production
    - b) variations in lighting affect production
    - c) pressure of social acceptance affects production
    - d) a sense of involvement affects production.



- iv) Which of the following is associated with the Scientific Management Movement ?
- a) Functional foremanship
  - b) Centralization
  - c) Time and motion study
  - d) Unity of command.
- v) The HR manager in a multinational firm is involved in establishing an intentional structure of roles for people and assigning responsibilities. What is the managerial function that the HR manager is performing ?
- a) Organisation
  - b) Directing
  - c) Staffing
  - d) Controlling.
- vi) Planning that includes determining the recruitment/layoff strategy, development strategy etc. based on corporate policies and strategies is the
- a) corporate level planning
  - b) intermediate level planning
  - c) operational level of planning
  - d) short term planning.
- vii) To financial analysis working capital means the same thing as
- a) total assets
  - b) fixed assets
  - c) current assets
  - d) current assets minus current liabilities.
- viii) The amount of current assets that requires to meet a firm's long term minimum needs is referred to as .....
- a) permanent
  - b) temporary
  - c) net
  - d) gross.



- ix) Long run objectives of financial management is to
- a) maximize earning per share
  - b) maximize the value of the firm's common stock
  - c) maximize return on investment
  - d) maximize market share.
- x) A profit maximizing firm sets its price
- a) to maximize sales
  - b) so that the demand is elastic
  - c) to equate average revenue to average cost
  - d) where managerial profit is maximized.

**GROUP – B**  
**( Short Answer Type Questions )**

Answer any *three* of the following. 3 × 5 = 15

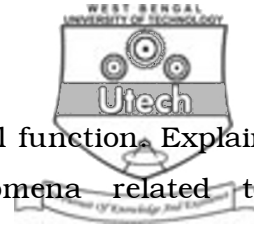
2. “Management is a science or an art.” Discuss.
3. State the various functions of staffing.
4. What do you mean by “self actualisation” in motivation theory ?
5. Enumerate how the skills of management are related with different levels of management.
6. Explain the leadership style based on grid theory.

**GROUP – C**  
**( Long Answer Type Questions )**

Answer any *three* of the following. 3 × 15 = 45

7. a) What is motivation ?  
b) How is it effective for increasing productivity ?  
c) Briefly explain the motivation theory of Maslow. 2 + 5 + 8

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8. a) Planning is the most vital managerial function. Explain with various characteristic phenomena related to planning function.
- b) Indicate the steps involved in planning.
- c) Success of directing function is greatly dependent on leadership, communication, motivation and supervision. Explain. 5 + 5 + 5
9. a) What are the principles based on which ideal organizational design is made ?
- b) Briefly explain the organizational design in respect of traditional functional structure and modern horizontal structure. 5 + 10
10. a) What is delegation ? How is it different from decentralisation ?
- b) What type of authority structure is suitable for a growing organisation ? 8 + 7
11. a) Define communication.
- b) Write down the process of communication.
- c) State the barriers to effective communication. 2 + 8 + 5
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