



Name :

Roll No. :

Invigilator's Signature :

CS/MCA/SEM-3/MBA(MCA)-301/2010-11

2010-11

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) Organization structure primarily refers to
 - a) how activities are coordinated and controlled
 - b) how resources are allocated
 - c) the location of departments and office space
 - d) the policy statements developed by the firm.

- ii) According to Herzberg, which of the following is a maintenance factor ?
 - a) Salary
 - b) Work itself
 - c) Responsibility
 - d) Recognition.



- iii) Communication begins with
- a) encoding
 - b) idea origination
 - c) decoding
 - d) channel selection.
- iv) need involves the desire to affiliate with and be accepted by others.
- a) Esteem
 - b) Belongingness
 - c) Safety
 - d) Self actualization.
- v) Authority, discipline, unity of command and unity of direction are
- a) Taylor's four principles of management
 - b) Principles of the human relations movement
 - c) Elements of Weber's ideal bureaucratic structure
 - d) Four of Fayol's fourteen principles of management.
- vi) is a system of consciously coordinated activities of two or more persons toward a common objective.
- a) Formal organization
 - b) Informal organization
 - c) Structural organization
 - d) None of these.



- vii) Process of influencing the behaviour of others towards the accomplishment of goals in a given situation is called
- a) motivation b) direction
c) leadership d) none of these.
- viii) are the goals established to guide the efforts of the company and each of its components.
- a) Strategies b) Policies
c) Objectives d) None of these.
- ix) Recruitment is called as process.
- a) positive b) negative
c) neutral d) none of these.
- x) Need hierarchy theory is given by
- a) A. Maslow b) McGergor
c) Fayol d) Taylor.

GROUP – B

(Short Answer Type Questions)

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

2. Define staffing. Briefly explain the functions of staffing.
3. Define the concept of SWOT analysis. What are the objectives of SWOT analysis ?



4. How do you explain Human Resource Development in management ?
5. State the role of IT in Business Management.
6. Differentiate between MBO and MBE.

GROUP – C

(Long Answer Type Questions)

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

7. What do you mean by controlling ? State the different types of control. Describe the process briefly. $5 + 10$
8. Define productivity. How does it differ from production ? Write down the benefits of higher productivity. $4 + 4 + 7$
9. What do you mean by recruitment and selection ? Describe the steps in selection process. Why is selection termed as negative ? $6 + 6 + 3$
10. Define strategy. Why is it important in corporate planning ? Write down the meaning for growth and diversification. $2 + 5 + 8$
11. Write short notes on any *two* of the following : $2 \times 7\frac{1}{2}$
 - a) Delegation
 - b) Motivation
 - c) Financial management
 - d) Performance measures.