

CS/MCA(N)/ODD/SEM-3/MBA-301/2019-20



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

Paper Code : MBA-301

PUID : 03153 (To be mentioned to the main answer script)

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) Communication begins with

- | | |
|-------------|-----------------------|
| a) encoding | b) idea origination |
| c) decoding | d) channel selection. |

ii) need involves the desire to affiliate with
and be accepted by others.

- | | |
|-----------|------------------------|
| a) Esteem | b) Belongingness |
| c) Safety | d) Self actualization. |

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[Turn over

- iii) 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.
- iv) 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.
- v) MBO is known as
- a) management by objective
 - b) marketing by objective
 - c) management buy-outs
 - d) marketing buy-out.
- vi) Who professed Hygiene Theory of Motivation ?
- a) Abraham Maslow
 - b) Philip Kotler
 - c) Herzberg
 - d) Douglas McGregor.
- vii) Who is called 'The Father of Modern Management' ?
- a) F. W. Taylor
 - b) Henri Fayol
 - c) Elton Mao
 - d) Max Weber.

- viii) The degree to which tasks in an organisation are subdivided into separate jobs is described as
- a) departmentalization
 - b) decentralization
 - c) specification
 - d) differentiation.
- ix) The Leader's ability to work effectively with the members of the organization and accomplish team work is termed as
- a) conceptual skill
 - b) technical skill
 - c) human skill
 - d) design skill.
- x) 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.
- xi) The HR manager in a multinational firms 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.
- xii) Staffing involves
- a) recruitment and selection
 - b) training
 - c) development and periodic appraisal
 - d) all of these.

GROUP - B

(Short Answer Type Questions)

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

2. Define staffing. Briefly explain the functions of staffing.
3. Define the concept of SWOT analysis. What are the objectives of SWOT analysis ?
4. State the steps in Strategic Planning.
5. "Selection is a negative process." Why ?
6. Planning & Controlling are interrelated. Explain.

GROUP - C

(Long Answer Type Questions)

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

7. a) What do you mean by training ?
b) Compare between training and development.
c) Discuss any four methods of training. $3 + 5 + 7$
8. Define Communication. Write down the process of communication. State the barriers for effective communication. $4 + 6 + 5$
9. a) What do you mean by controlling ? What are the different types of control ? What happens if a firm does not have a management control system ?
b) Discuss any two modern techniques of control. $5 + 4 + 6$
10. Why is performance appraisal important for an organization ? Describe any five techniques of performance appraisal. $5 + 10$
11. Write short notes on any *three* of the following : 3×5
 - a) Managerial grid
 - b) Span of control
 - c) Principle of Scientific Management
 - d) Planning premises
 - e) Maslows Need Hierarchy Theory.