

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.