



ENGINEERING & MANAGEMENT EXAMINATIONS, DECEMBER - 2007
BUSINESS MANAGEMENT
SEMESTER - 3

Time : 3 Hours]

[Full Marks : 70

GROUP - A**(Multiple Choice Type Questions)**

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10

i) Who is known as the father of Scientific Management ?

a) F.W. Taylor

b) Gantt

c) P.F. Drucker

d) Gilbreth.

ii) Who is the propounder of 14-principles of management ?

a) Max Weber

b) Elton Mayo

c) Henry Fayol

d) Oliver Sheldon.

iii) Sale of goods refers to

a) transfer of ownership of the goods

b) transfer of title of the goods

c) transfer of place of the goods

d) none of these.



iv) Who professed need-hierarchy theory of motivation ?

- a) Douglas McGregor
- b) F.W. Taylor
- c) Abraham Maslow
- d) Philip Kotler.

v) Which of the following is a principle of TQM ?

- a) Customer satisfaction
- b) Continuous improvement
- c) Both (a) and (b)
- d) None of these.

vi) Theory "X" and theory "Y" are propounded by

- a) William G. Ouchi
- b) Abraham Maslow
- c) Frederick F. Herzberg
- d) Douglas McGregor.

vii) Communication is the transfer of from one person to another.

- a) negotiation
- b) wage earner
- c) improvement
- d) information.

viii) Management aims at

- a) retrenchment of employees
- b) punishing the undisciplined workers
- c) rewarding the inefficient employer
- d) effective utilisation of human and material resources.



- ix) Financial management is concerned with
- a) procurement and utilisation of human assets
 - b) identification and satisfaction of customers
 - c) procurement and utilisation of funds
 - d) proper handling of tools and equipment.
- x) Decision making refers to
- a) evaluating the performance of managers
 - b) a style of leadership
 - c) selection of a future course of action from various alternatives
 - d) giving job instructions.
- xi) Planning and controlling are
- a) secondary functions of management
 - b) the sole responsibility of workers
 - c) complicated functions of management
 - d) Siamese twins of management.

GROUP - B**(Short Answer Type Questions)**Answer any *three* of the following.**3 × 5 = 15**

2. What do you understand by SWOT analysis ?
3. Write short note on Zero Base Budget (ZBB).



4. "Management is a combination of Science, Art and Profession." Discuss.
5. Define staffing. Briefly explain the functions of staffing.
6. State the benefits of motivation.

GROUP - C**(Long Answer Type Questions)**Answer any *three* questions.

3 × 15 = 45

7. What do you understand by the term 'Communication' ? Explain the communication process. Discuss various barriers to effective communication. 3 + 7 + 5
8. What is the difference between recruitment and selection ? What are the steps involved in recruitment and selection process ? 6 + 9
9. Discuss the three levels of management. What are the essential qualities of a good leader ? 8 + 7
10. Briefly explain firm and its internal and external environments. What are the corporate strategies taken for good management ? Discuss briefly the resources of an industry. 5 + 5 + 5
11. Define productivity management. Discuss goals of management control systems, strategies and performance measures. 5 + 10

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