



ENGINEERING & MANAGEMENT EXAMINATIONS, DECEMBER - 2008
BUSINESS MANAGEMENT
SEMESTER - 3

Time : 3 Hours]

[Full Marks : 70

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

1. • Choose the correct alternatives for the following :

10 × 1 = 10

i) The concept of Bureaucracy was given by

a) F.W. Taylor

b) Henry Fayol

c) Max Weber

d) Peter Drucker.

ii) Grapevine is a type of

a) informal communication

b) formal communication

c) written communication

d) pictorial communication.

iii) MBO was introduced by

a) Taylor

b) Mayo

c) Fayol

d) Drucker.

iv) CPM techniques are adopted in

a) motivation

b) control

c) decision making

d) none of these. **44031 (15/12)**



v) Henri Fayol laid down

a) 10 principles

b) 12 principles

c) 13 principles

d) none of these.

vi) Management is

a) an art

b) a science

c) both (a) and (b)

d) none of these.

vii) According to Herzberg's motivation-hygiene theory, which one of the following is a motivating factor ?

a) Job security

b) Company policy

c) Recognition

d) Interpersonal relations.

viii) Military organization is the another name of

a) Line organization

b) Line and Staff organization

c) Functional organization

d) Matrix organization.

ix) In general, there is an inverse relationship between price and quantity demanded. This statement is

a) true

b) false

c) can't say

d) none of these.

x) The country which has revolutionized production management is

a) Japan

b) Norway

c) Finland

d) India.

**GROUP - B****(Short Answer Type Questions)**Answer any *three* of the following.

3 × 5 = 15

2. What do you mean by 'Management'? Mention the main characteristics of management.
3. Differentiate between delegation and decentralisation.
4. State how the skills of management are related with different levels of management.
5. Distinguish between recruitment and selection.
6. What is demand? Mention the exceptions of law of demand.

GROUP - C**(Long Answer Type Questions)**Answer any *three* of the following.

3 × 15 = 45

7. Define communication. Write down the process of communication. State the barriers for effective communication. 2 + 7 + 6
8. What do you mean by productivity? How does it differ from production? Write down the benefits of higher productivity. 2 + 5 + 8
9.
 - a) Define motivation.
 - b) Describe the theories given by Maslow and Herzberg.
 - c) Compare both the theories. 2 + 8 + 5



10. a) Define elasticity of demand.

b) Demand for a firm's product has been estimated to be

$$Q = 1000 - 200 P.$$

If price of the product is Rs. 3 per unit, find out the price elasticity of demand at this price.

5 + 10

11. Write notes on any *two* of the following :

$2 \times 7\frac{1}{2}$

i) Financial Management

ii) Human Resource Development

iii) Planning

iv) Role of IT in modern training method.

END