



Name :
Roll No. :
Invigilator's Signature :

CS/MCA/SEM-3/MBA(MCA)-301/2009-10
2009
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) The degree to which tasks in an organisation are subdivided into separate jobs is described as
 - a) departmentalization b) decentralization
 - c) specification d) differentiation.
 - ii) The leader's ability to work effectively with the members of the organisation and accomplish team work is termed as
 - a) conceptual skill b) technical skill
 - c) human skill d) design skill.
 - iii) In 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.

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(Turn over

- iv) Which of the following is associated with the Scientific Management Movement ?
- a) Functional foremanship
 - b) Centralization
 - c) Time and motion study
 - d) Unity of command.
- v) The HR manager in a multinational firm 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.
- vi) Planning that includes determining the recruitment/layoff strategy, development strategy etc. based on corporate policies and strategies is the
- a) corporate level planning
 - b) intermediate level planning
 - c) operational level of planning
 - d) short term planning.
- vii) To financial analysis working capital means the same thing as
- a) total assets
 - b) fixed assets
 - c) current assets
 - d) current assets minus current liabilities.
- viii) The amount of current assets that requires to meet a firm's long term minimum needs is referred to as
- a) permanent
 - b) temporary
 - c) net
 - d) gross.

- ix) Long run objectives of financial management is to
- maximize earning per share
 - maximize the value of the firm's common stock
 - maximize return on investment
 - maximize market share.
- x) A profit maximizing firm sets its price
- to maximize sales
 - so that the demand is elastic
 - to equate average revenue to average cost
 - where managerial profit is maximized.

GROUP - B

(Short Answer Type Questions)

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

- "Management is a science or an art." Discuss.
- State the various functions of staffing.
- What do you mean by "self actualisation" in motivation theory ?
- Enumerate how the skills of management are related with different levels of management.
- Explain the leadership style based on grid theory.

GROUP - C

(Long Answer Type Questions)

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

- What is motivation ?
 - How is it effective for increasing productivity ?
 - Briefly explain the motivation theory of Maslow. 2 + 5 + 8

8. a) Planning is the most vital managerial function. Explain with various characteristic phenomena related to planning function.
- b) Indicate the steps involved in planning.
- c) Success of directing function is greatly dependent on leadership, communication, motivation and supervision. Explain. 5 + 5 + 5
9. a) What are the principles based on which ideal organizational design is made ?
- b) Briefly explain the organizational design in respect of traditional functional structure and modern horizontal structure. 5 + 10
10. a) What is delegation ? How is it different from decentralisation ?
- b) What type of authority structure is suitable for a growing organisation ? 8 + 7
11. a) Define communication.
- b) Write down the process of communication.
- c) State the barriers to effective communication. 2 + 8 + 5
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