

Name :

Roll No. :

Invigilator's Signature :

CS/MCA/SEM-3/MBA(MCA)-301/2010-11

2010-11

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) Organization structure primarily refers to

a) how activities are coordinated and controlled

b) how resources are allocated

c) the location of departments and office space

d) the policy statements developed by the firm.

ii) According to Herzberg, which of the following is a
maintenance factor ?

a) Salary

b) Work itself

c) Responsibility

d) Recognition.

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- iii) Communication begins with
- a) encoding
 - b) idea origination
 - c) decoding
 - d) channel selection.
- iv) need involves the desire to affiliate with and be accepted by others.
- a) Esteem
 - b) Belongingness
 - c) Safety
 - d) Self actualization.
- v) 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.
- vi) 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.

- vii) Process of influencing the behaviour of others towards the accomplishment of goals in a given situation is called
- a) motivation b) direction
c) leadership d) none of these.
- viii) are the goals established to guide the efforts of the company and each of its components.
- a) Strategies b) Policies
c) Objectives d) None of these.
- ix) Recruitment is called as process.
- a) positive b) negative
c) neutral d) none of these.
- x) Need hierarchy theory is given by
- a) A. Maslow b) McGergor
c) Fayol d) Taylor.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 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 ?

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4. How do you explain Human Resource Development in management ?
5. State the role of IT in Business Management.
6. Differentiate between MBO and MBE.

GROUP - C

(Long Answer Type Questions)

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

7. What do you mean by controlling ? State the different types of control. Describe the process briefly. $5 + 10$
8. Define productivity. How does it differ from production ? Write down the benefits of higher productivity. $4 + 4 + 7$
9. What do you mean by recruitment and selection ? Describe the steps in selection process. Why is selection termed as negative ? $6 + 6 + 3$
10. Define strategy. Why is it important in corporate planning ? Write down the meaning for growth and diversification. $2 + 5 + 8$
11. Write short notes on any *two* of the following : $2 \times 7\frac{1}{2}$
 - a) Delegation
 - b) Motivation
 - c) Financial management
 - d) Performance measures.