

2011

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) Management aims at
 - a) effective utilization of human and material resources
 - b) retrenchment or punishment of indisciplined workers
 - c) satisfying the competitor
 - d) profit maximization.
- ii) Employee turnover is
 - a) the rate of which employee absent themselves
 - b) the rate of theft committed by employees
 - c) putting the right man in the right job
 - d) the rate of change of working hands of particular organization during a given period.

- iii) MBO is known as
- a) management by objective
 - b) marketing by objective
 - c) management buy-outs
 - d) marketing buy-out.
- iv) Who professed Hygiene Theory of Motivation ?
- a) Abraham Maslow
 - b) Philip Kotler
 - c) Herzberg
 - d) Douglas McGergor.
- v) Who is called 'The Father of Modern Management' ?
- a) F.W. Taylor
 - b) Henri Fayol
 - c) Elton Mao
 - d) Max Weber.
- vi) The degree to which tasks in an organisation are subdivided into separate jobs is described as
- a) departmentalization
 - b) decentralization
 - c) specification
 - d) differentiation.
- vii) 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.
- viii) 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.

- ix) Which of the following are associated with the scientific management movement ?
- a) Functional-foremanship
 - b) Centralization
 - c) Time and motion study
 - d) Unity of command.
- x) The HR manager in a multinational firms 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.
- xi) 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) both of these
 - d) none of these.
- xii) Staffing involves
- a) recruitment and selection
 - b) training
 - c) development and periodic appraisal
 - d) all of these.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. Distinguish between a strategy and policy.
3. What is SWOT analysis ? When is it necessary ?

4. Show how authority and responsibility are inter-related.
5. Management is both an art and a science Explain.
6. Write a note on the BCG matrix.

GROUP - C

(Long Answer Type Questions)

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

7. a) What do you mean by training ? $3 + 5 + 7$
b) Compare between training and development.
c) Discuss any four methods of training.
8. Define Communication. Write down the process of communication. State the barriers for effective communication. $4 + 6 + 5$
9. a) What do you mean by controlling ? What are the different types of control ? What happens if a firm does not have a management control system
b) Discuss any two modern techniques of control. $5 + 4 + 6$
10. Why is performance appraisal important for an organization ? Describe any five techniques of performance appraisal. $5 + 10$
11. Write short notes on any *three* of the following : 3×5
 - a) Managerial grid
 - b) Span of control
 - c) Steps in implementing MBO
 - d) Planning premises
 - e) Herzbergs theory of motivation.