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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)	Com	nmunication begins with	Griedi						
	a)	encoding	b)	idea origination					
	c)	decoding	d)	channel selection.					
iv)		need involves be accepted by others.	the	desire to affiliate with					
	a)	Esteem	b)	Belongingness					
	c)	Safety	d)	Self actualization.					
v)		nority, discipline, unity	of of	command and unity of					
	a)	Taylor's four principles	of m	nanagement					
	b)	Principles of the human relations movement							
	c)	Elements of Weber's ideal bureaucratic structure							
	d)	Four of Fayol's fourtee	n pri	nciples of management.					
vi)	is a system of consciously coordina activities of two or more persons toward a commobjective.								
	a)	Formal organization							
	b)	Informal organization							
	c)	Structural organization	1						
	d)	None of these.							

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vii)	Proc	ess of influ	encing	g the b	ehav	iour	of $\delta$	the	rs towa	ards
	the	accomplish	ment	of goal	ls ir	ı a	givei	1 s	ituatio	ı is
	calle	ed							and the same of th	2000
	a)	motivation		ŀ	o)	direc	tion			
	c)	leadership		C	1)	none	of t	hes	e.	
viii)		ar	e the	goals	esta	ablisl	ned	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**

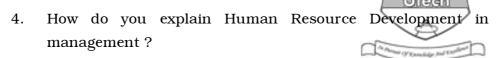
#### (Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$ 

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

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- a) Delegation
- b) Motivation
- c) Financial management
- d) Performance measures.

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