



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MCA/SEM-3/MBA (MCA)-301/2011-12**

**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**

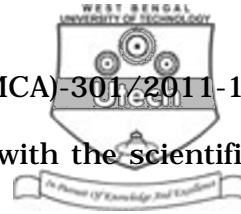
**( Multiple Choice Type Questions )**

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**

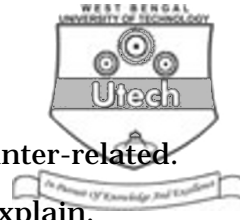
**( Short Answer Type Questions )**

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 ?

CS/MCA/SEM-3/MBA (MCA)-301/2011-12



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 ?  
b) Compare between training and development.  
c) Discuss any four methods of training.  $3 + 5 + 7$
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 :  $3 \times 5$ 
  - a) Managerial grid
  - b) Span of control
  - c) Steps in implementing MBO
  - d) Planning premises
  - e) Herzbergs theory of motivation.