



## **BRAINWARE UNIVERSITY**

**Course – B.Com.**

**Business Organization & Management (BCMC 104)**

**(Semester – 1)**

**Time allotted: 3 Hours**

**Full Marks : 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group-A**

**(Multiple Choice Questions)**

**Answer all the questions:**

**10 x1 = 10**

1. The first function of Management is
  - (a) Organizing
  - (b) Planning
  - (c) Controlling
  - (d) Directing
2. Management is a/an
  - (a) Science
  - (b) Art
  - (c) Both of the above
  - (d) None of the above
3. Managerial Grid Theory was invented by
  - (a) H. Fayol
  - (b) P.F. Drucker
  - (c) Robert R. Blake and Jane Mouton
  - (d) None of the above
4. Intelligence, Design & \_\_\_\_\_ are the three phrases of Decision-making theory.
  - (a) Choice
  - (b) Decision Evaluation
  - (c) Controlling
  - (d) Feedback

5. PODSCORB was said by
  - (a) Luther Gulick
  - (b) Amartya Sen
  - (c) H. Fayol
  - (d) Adam Smith
6. The Plant name of Hawthorne Study was
  - (a) Western Electric Company,
  - (b) Western Electric Corporation
  - (c) Eastern Electric Company,
  - (d) Western Electric Organization
7. Strategic Planning is for
  - (a) Top Level Management
  - (b) Middle Level Management
  - (c) Lower Level Management
  - (d) None of the above
8. CPM is a tool for
  - (a) Planning
  - (b) Organizing
  - (c) Controlling
  - (d) All of the above
9. The Secondary function of Management is
  - (a) Controlling
  - (b) Planning
  - (c) Organizing
  - (d) Staffing

10. Hierarchy of Needs Theory was invented by

- (a) Maslow
- (b) Adam Smith
- (c) David Ricardo
- (d) Henry Fayol

**Group – B**

**(Short Answer Type Question)**

**3 x 5 = 15**

**Answer any three questions:**

- 11. Discuss in brief SWOT Analysis.
- 12. Discuss Product Pricing Mechanism.
- 13. “Management is a Science as well as an Art” - Explain it.
- 14. “ Leaders are born, not made” - explain briefly.
- 15. What is Decision making? What are the steps of Decision making?

**Group – C**

**(Long Answer Type Question)**

**3 x 15 = 45**

**Answer any three questions**

- 16. Elaborate the product promotion & distribution strategies usually followed in marketing. 15
- 17. What are the differences between a leader & a manager? 15
- 18. What are the features of controlling? Explain the Controlling Process. 7+8
- 19. What is Motivation? What are the different types of Motivation? Explain McGregor's X & Y Theory on Motivation. 4+11
- 20. What is Recruitment? Elaborate the Selection, Recruitment & Training Processes. 4+11