

BCOM/I/CC/02 (CBCS)

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(CBCS)

COMMERCE

(Business Organization and Management)

Full Marks : 75

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 50)

*The figures in the margin indicate full marks
for the questions*

1. (a) Define business. Describe the concept and characteristics of business organizations. 3+7=10

Or

- (b) Briefly describe the classical approach of management known as 'the three pillars'. Do you think they are still applicable to our contemporary business organizations? Why? 5+5=10

(2)

2. (a) What are different types of decision? Elucidate the characteristics and process of decision making. $2+4+4=10$

Or

- (b) How is planning an intellectual and a continuous process? $5+5=10$

3. (a) Mention the purpose of organizing. What are the principles of organization? $3+7=10$

Or

- (b) Explain the nature and importance of staffing. What are the steps involved in recruitment and selection? $5+5=10$

4. (a) What do you understand by the term 'leadership'?
"Leadership is the driving force which gets things done by others." Critically examine this sentence. $3+7=10$

Or

- (b) Distinguish between 'motivators' and 'hygiene factors' according to Herzberg's two-factor theory. Mention and explain the four possible combinations in this theory. $5+5=10$

(3)

5. (a) Give a pictorial demonstration of communication process explaining each step involved in the process in detail. 10

Or

- (b) What is meant by controlling? Expound on various techniques of controlling. 3+7=10
