

**BCOM/I/CC/02 (CBCS)**

**2 0 1 6**

**( 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

\*\*\*