

I/BCO (iii) (Revised)

2007

COMMERCE

Paper : BC-1.3

(Principles of Business Management)

(Under Revised Syllabus)

Full Marks : 100

Pass Marks : 30

Time : 3 hours

(PART : B—DESCRIPTIVE)

(Marks : 60)

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

Answer any **three** questions

1. Discuss the various types of organisation.
Which one would you adopt for a large
concern and why? 15+5
2. Write notes on : 5+5+5+5
 - (a) Importance of advertising
 - (b) Departmentation
 - (c) Herzberg's theory of motivation
 - (d) Non-financial incentives

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(Turn Over)

(2)

3. Explain briefly the principles of management as given by Henry Fayol. Enumerate the nature of management. 13+7
4. Describe the procedure for exports. Explain documents against acceptance bill. 17+3
5. Write notes on the following techniques of control : 5+5+5+5
 - (a) PERT
 - (b) Inventory Control
 - (c) Budgetary Control
 - (d) Information Control

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COMMERCE

Paper : BC-1.3

(Principles of Business Management)

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(PART : A—OBJECTIVE)

(Marks : 40)

The figures in the margin indicate full marks for the questions

SECTION—I

(Marks : 10)

1. Choose the correct answer and write the code in the given brackets : 1×3=3

(a) The first meeting of shareholders of a company is

(i) Annual General Meeting

(ii) Statutory Meeting

(iii) Board Meeting

(iv) Extraordinary Meeting

[]

(b) A special resolution is one which is passed by a majority of at least

(i) $\frac{3}{4}$ th

(ii) $\frac{2}{4}$ th

(iii) $\frac{1}{4}$ th

(iv) None of the above []

(c) The document containing rules and regulations for internal management of a company is

(i) Articles of Association

(ii) Memorandum of Association

(iii) Prospectus

(iv) All of the above []

2. Indicate *True (T)* or *False (F)* by a Tick (✓) mark :

1×3=3

(a) I'm OK, you are OK transaction shows healthy acceptance of self and others.

(T / F)

(3)

- (b) Technical rationalisation aims at introducing labour saving devices.

(T / F)

- (c) As per Companies Act, a public company must have at least three directors.

(T / F)

3. Fill in the blanks :

1×4=4

- (a) The three elements of behavioural theory are the Individual, Works Group and

..... .

- (b) Leaders take decision in consultation with the subordinates in style of leadership.

- (c) is absorption of weaker units by stronger unit.

- (d) A channel by which information flows is called

..... .

(4)

SECTION—II

(Marks : 30)

4. Answer/Write short notes on the following : $3 \times 10 = 30$

(a) How is authority and responsibility related?

(5)

(b) Process of planned change

(6)

(c) Trait theory of leadership

(7)

(d) Semantic barriers to effective communication

(8)

(e) Determinants of size of business units

(9)

(f) Sargent Florence's coefficient of localisation

(10)

(g) Types of planning

(h) Trade union

(12)

(i) Problems of public enterprise

(13)

(j) Rationalisation

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