

Dt. 01-02-2013
Friday

Std. : 12

Sub. : Org. of Comm. and Mgmt. (B.A.)

Time : 3.00 Hrs.
Marks : 100

Instructions :

- (1) There are 49 questions.
- (2) Options are internal.

SECTION-A**M.C.Q.s of 1 mark each :****(10)**

- (1) The function to see, whether all the functions are done according to planning or not means function.
(a) co-ordination (b) controlling
(c) direction (d) reporting
- (2) A type of process can be called as a process of top management is process.
(a) technical (b) social
(c) administrative (d) psychological
- (3) On what basis the informal organisation is framed ?
(a) rules (b) authority & responsibility
(c) human relations (d) qualification
- (4) What subordinates get due to delegation of authority ?
(a) work load (b) rights
(c) training (d) rise in salary
- (5) What is ensured by an ideal wage system ?
(a) commission (b) security
(c) bonus (d) minimum wage
- (6) Supervisor is not controller but is
(a) Manager (b) Educator
(c) Top officer (d) Subordinate
- (7) In which type of communication orders and control is not required ?
(a) written (b) oral
(c) formal (d) informal
- (8) Which matter is not included in marketing mix ?
(a) Product (b) Publicity
(c) Price (d) Promotion
- (9) Consumer do not like certain product after sometimes, that benefit means
(a) Business opportunity (b) Business environment
(c) Identify threats (d) Continuous learning

- (10) Which is the main source of government revenue ?
(a) Government bonds (b) FDI
(c) Profit of PSU (d) Taxes

SECTION-B

Very short questions : (1 mark each)

(10)

- (11) Give meaning of Business Environment.
(12) Write Gandhiji's observation for the consumer.
(13) What is included in company culture ?
(14) State stages of control process.
(15) Which wage system is also known as 'Payment by result' ?
(16) Define Accountability.
(17) Name the organisation which maintains principle of unity of command.
(18) What is clarifying planning premises ?
(19) Principle of functional foremanship states what ?
(20) Draw a figure differentiating management and administration.

SECTION-C

Short questions : (2 marks each)

(30)

- (21) Why management is necessary in modern economy ?
(22) Which matters are included in working area of functional level of management ?
(23) (a) Principle of discipline.
(b) Principle of unity of direction.
(24) Discuss any two tools of planning.
(25) Give difference between : Line organisation – Functional organisation.
(26) Distinguish : Centralisation – Decentralisation.
(27) State four characteristics of staffing.

OR

- (27) Give brief note of handy source of recruitment for non-managerial staff.
(28) Explain any two monetary incentives.
(29) Give four characteristics of leadership.
(30) Differentiate between formal and informal communication.
(31) State importance of controlling.
(32) Explain any two area of production management.
(33) Name four institutions active in the field of consumer protection.
(34) In today's industrial world "might is right". Justify.
(35) What are levels of social responsibility of business.

SECTION-D

Long questions : (3 marks each)

(30)

- (36) Why business ethics are necessary ?
(37) The Consumer Protection Act entails certain responsibilities on you. What are that ?

- (38) Describe the elements of financial management.
- (39) Explain characteristics of control.
- (40) Difference between : Time–wage and Piece wage system.
- (41) Discuss importance of key to organisation.

OR

- (41) “Take away our plants, take away our business, oh ! take away our wealth, but permit us to retain our within no time we shall be on our feet once again.” Clarify the notation given by a successful industrialist.
- (42) Describe the process of preparing budget.
- (43) What is “Job Analysis” ?
- (44) Draw a figure of levels of management. State three points of interrelation between them.
- (45) Explain management as collective activity.

SECTION–E

Essay type questions : (5 marks each)

(20)

- (46) Explain importance of planning.
- (47) Describe scope of staffing.

OR

- (47) As a personnel manager of a big company, how will you select employees ?
- (48) “You can buy the physical presence of a worker at a given place but you can not buy his enthusiasm, initiative and loyalty. These are won by “ Clarify.

OR

- (48) What are hurdles in communication ?
- (49) Evaluate the factors of a economy that directly affect business decisions.

OR

- (49) Discuss in detail responsibilities of business towards society and public at large.

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