

**BUSINESS ORGANISATION AND MANAGEMENT**  
**SEMESTER-II**  
**(Humanities Group)**

**Time: .3 hrs**

**Theory Marks: 100**

**Note :**

- i.** The Question paper comprises of two Sections namely A and B.
- ii.** All questions are compulsory.
- iii.** Section A of the question paper contains 12 questions. Question No.1 is objective type and has 10 subparts of 1 mark each. Question No. 2 to 6 are of 2 marks each. Question Nos. 7 to 11 carries 4 marks each. Question No.12 is of 10 marks with internal choice.
- iv.** Section B of the question paper has 12 questions. Question No. 13 is objective type and has 10 subparts of 1 mark each. Question Nos. 14 to 18 are of 2 marks each. Question Nos. 19 to 23 carries 4 marks each. Question No.24 is of 10 marks with internal choice.
- v.** Answer of questions carrying 2 marks should be given in about 20-25 words. Answer of questions carrying 4 marks should be in about 75-80 words. Answer of questions carrying 10 marks should be given in about 250-300 words.

**Section-A**

- 1.**
  - i.** Is management a profession? 1
  - ii.** How many principles of management have been given by Henry Fayol? 1
  - iii.** Who is the father of Scientific Management? 1
  - iv.** Who decided monetary policy? 1
  - v.** Write any two essentials of a good plan. 1
  - vi.** Write any two disadvantages of decentralization. 1
  - vii.** Is promotion an external source of recruitment? 1
  - viii.** Name the organization in which the term 'Gang Boss' is used. 1
  - ix.** Are minimum wages guaranteed under time rate wage system? 1
  - x.** List any two techniques of control. 1
- 2.** What do you meant by organization? 2
- 3.** Write any two differences between centralization and decentralization. 2
- 4.** What do you mean by on the job training? 2
- 5.** What is Rowan Plan? 2
- 6.** What do you mean by selection? 2
- 7.** Differentiate between formal and informal organization. 4
- 8.** State the objectives of organization. 4
- 9.** Describe the need and importance of training. 4
- 10.** Write demerits of Rate Wage System. 4
- 11.** Explain various steps in control process. 4
- 12.** What is functional organization? Describe the advantages and the disadvantages of functional form of organization. 2+4+4

Or

What do you mean by recruitment? Describe various methods of recruitment.

2+8

### Section-B

- 13.
- i. Write any two objectives of financial management. 1
  - ii. Describe any two characteristics of financial planning. 1
  - iii. Is long term loan a part of working capital? 1
  - iv. Write any one difference between Primary Capital Market and Secondary Capital Market. 1
  - v. Write full form of SEBI. 1
  - vi. List any two objectives of marketing management. 1
  - vii. Name any two elements of marketing mix. 1
  - viii. Write any two characteristics of good packaging. 1
  - ix. When was the Consumer Protection Act passed? 1
  - x. Is entrepreneurship an organizing function? 1
14. What is marketing mix? 2
15. What do you mean by sales promotion? 2
16. What is meant by labeling? 2
17. Define 'advertisement'. 2
18. What is Consumer Protection? 2
19. Differentiate marketing and selling. 4
20. Describe qualities of good brand. 4
21. Discuss various elements of physical distribution. 4
22. Narrate various consumer rights. 4
23. Write functions of entrepreneur. 4
24. What do you mean by marketing? Discuss its importance. 2+8
- Or
- Define entrepreneurship? Discuss various characteristics of entrepreneurship. 2+8