



SN – 372

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I Semester B.B.M. Examination, Nov./Dec. 2013
(Semester Scheme)
(Prior to 2011-12) (Repeaters)
Paper – 1.5 : BUSINESS MANAGEMENT

Time : 3 Hours

Max. Marks : 90

Instruction : Answer to be written **only in English.**

SECTION – A

Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. (10×2=20)

1. a) Give the meaning of Business.
- b) Define management.
- c) What is Administration ?
- d) What are the levels of management ?
- e) What is Ethics ?
- f) What is selection ?
- g) What is stress interview ?
- h) Define leadership.
- i) What is motivation ?
- j) What is communication ?
- k) Give the meaning of MBO.
- l) What is control ?



SECTION – B

Answer **any five** questions. **Each** question carries **five** marks. (5×5=25)

2. Give any five objectives of Business.
3. Give any five features of management.
4. Distinguish between administration and management.

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5. What are the limitations of planning ?
6. What are the steps in Decision-making ?
7. Explain the responsibilities of Business to consumers.
8. Explain the Maslow's needs theory.
9. What are the leadership styles ?

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks.

(3×15=45)

10. What are the advantages and disadvantages of sole Trading Concern ?
 11. Explain the principles of management.
 12. Explain the different types of plans.
 13. Explain the sources of Recruitment ?
 14. Explain the Barriers to communication. Suggest the measures to overcome them.
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