-21-

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.

 $(10 \times 2 = 20)$

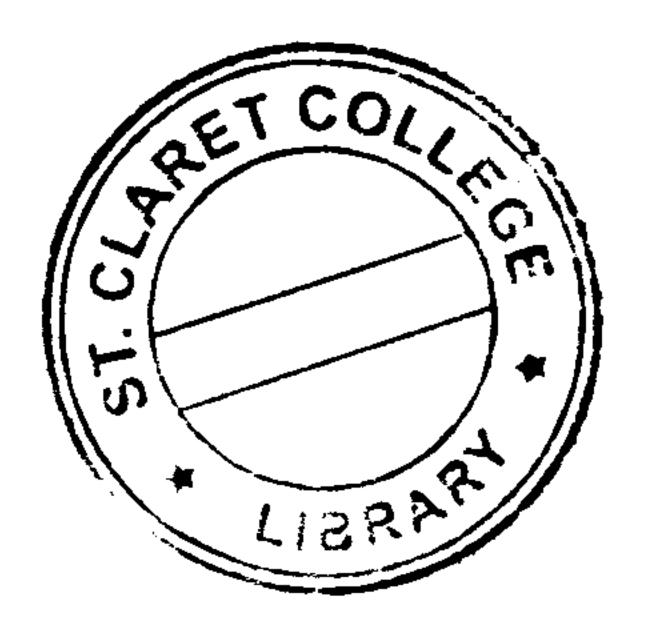
- 1. a) Give the meaning of Business.
 - b) Define management.
 - c) What is Administration?
 - d) What are the levels of management?
 - e) What is Ethics?
 - f) What is selection?
 - g) What is stress interview?
 - h) Define leadership.
 - i) What is motivation?
 - j) What is communication?
 - k) Give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

SECTION - B

Answer any five questions. Each question carries five marks.

 $(5 \times 5 = 25)$

- 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.

 $(3 \times 15 = 45)$

- 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.