

(Please write your Exam. Roll No.)

Exam. Roll No.025.....

END TERM EXAMINATION

SIXTH SEMESTER [BCA], MAY – 2011

Paper Code : BCA - 104

Subject : Business Organisation & Management

Paper Id : 20312

Time : 3 Hours

Maximum Marks : 75

Note : Answer All the questions as per internal choice given. Q. 1 carries 25 marks. All other questions carry 12½ marks each.

- Q. 1. (a) Define a 'system' and explain briefly, but clearly, the concept of business as a 'system' taking examples from different functions of business.
- (b) Millions of people are losing jobs all over the world because of world-wide recession and slow-down in countries like India. At the same time, many organizations are complaining that they cannot find suitably qualified people to fill vacancies. How do you explain this apparent contradiction?
- (c) 'Marketing begins before the production of goods and continues even after the sale has been made'. Elaborate.
- (d) "At times, the objective : 'to produce at minimum cost' of the Production Department in an organization may be at conflict with the objective : 'to produce large variety' of the Marketing Department". Elaborate.
- (e) Why is it important for managers to develop skills and attitude to 'understand people at work'?
- Q. 2. Who first wrote about 'management functions' that all managers perform in an organization? Explain these functions clearly. Are these still relevant in the present day management of organizations? If yes, in what form?

OR

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Explain the basic concept of "Scientific Management" as propagated by Taylor. What is its relevance in management of present day organizations?

- Q. 3. Describe, briefly, 'organization behaviour' as a ^{field} field of study. Illustrate its main features with suitable examples.

OR

What are the differences between a manager and a leader? Explain the role of a manager in team-building in an organization.

- Q. 4. What do you understand by 'marketing mix'? Explain the 'Ps' that the marketing managers are expected to manage and how?

OR

"Promotion" is an important component of marketing. Explain various methods of promoting products and services offered by an organization. What do you understand by 'media-planning' for allocating marketing resources?

- Q. 5. Explain the difference between 'Management Accounting' and 'Financial Management'. Explain the role of 'Budgeting' in management of organizations.

OR

Explain the concept of 'fixed' and 'working capital' in an organization. What are the major sources of funds for an organization? Which ones should be preferred under what circumstances?