

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination  
December, 2012**

**BRS-001 : BUSINESS ORGANISATION AND  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions. All questions carry equal marks.*

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1. "Anything minus management is nothing". Explain the importance of management in the light of this statement. Also explain various functions of management. 10, 10
  
2. What do you understand by organising ? Discuss the nature of organising. 20
  
3. Differentiate between the following : 5x4=20
  - (a) Strategy and policy
  - (b) Formal and informal organisation
  - (c) Responsibility and accountability
  - (d) Formal communication and informal communication.

4. (a) Compare between Maslow's need Hierarchy theory and Herzberg's Motivation-Hygiene theory of motivation. 10
- (b) "In addition to the personal benefit in a business a businessman has certain social responsibilities". What are they ? Explain. 10
5. Write short notes on the following : 5x4=20
- (a) MBO
- (b) Joint stock company
- (c) PERT
- (d) Strategic planning
6. "Delegation of authority is the cement that binds the formal organisation together." In the reference of this statement express the importance of delegation of authority. Also explain the process of delegation. 8,12
7. As a manager of a company, how will you measure the organisation climate. How can a sound climate can be developed in an organisation. 20
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