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BRS-001

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

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

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

1. What are the features of business organisation ? 20
How are they different from service organisations ?
2. Discuss the features of Co-operative Society as a 20
type of business organisation. From the Indian
experience, what are the strengths and
weaknesses of co-operative societies ?
3. What are the characteristics of a profession ? 20
What is the status of management as a
profession ?
4. Explain the steps in planning process and identify 20
the essentials of a good plan.
5. What are the characteristics of Bureaucracy as an 20
organisation structuring process ? Explain its
strengths and weaknesses.

6. "Effective Management is contingent upon good leadership." Explain the statement and discuss how to promote organisation wide 360° leadership. 20
7. What is decision-making and how to determine decision rationality ? Explain the intelligence, design and choice activities involved in the decision making process. 20
8. Write short notes on **any two** of the following : 20
- (a) Scientific Management
 - (b) Sources of Recruitment
 - (c) Family Run Business Organisation
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