

COURSE CODE: BCOC-132
BACHELOR IN COMMERCE (BCOMOL)
BUSINESS ORGANISATION AND MANAGEMENT

Total Marks-100

Time Duration-180 Minutes

Note : Attempt questions from all Sections as instructed.

Section-I (Short Answer Type Questions) (5×4=20)

Note : Attempt any five questions. Each question carries 4 marks.

1. State the importance of control in management.
2. What do you mean by Marketing Mix?
3. What are various sources of Finance?
4. State the skills of HR Professionals.
5. What are the barriers to effective communication?
6. Distinguish between economic and non-economic activities.
7. State five importance of planning.

Section-II (Medium Answer Type Questions) (5×10=50)

Note : Attempt any five questions. Each question carries 10 marks.

8. Explain the process of evolution of marketing concepts.
9. Critically examine wealth maximisation over profit maximisation.
10. Briefly explain the dynamics of employer and employee relationship.
11. What is e-Commerce? Give some examples of automation in Business.
12. Discuss the significance of organisation structure.
13. Describe the functions of leadership.
14. Discuss the stages of team development.

Section-III (Long Answer Type Questions) (2×15=30)

Note : Attempt any two questions. Each question carries 15 marks.

15. Explain the merits and limitations of company form of business organisation.
16. Describe various styles of leadership with examples.
17. Explain the requisites of effective control system.