

**DIPLOMA IN ENTREPRENEURSHIP AND
SKILL DEVELOPMENT**

Term-End Examination 00748

December, 2011

BVE-001 : BUSINESS ADMINISTRATION

Time : 3 hours

Maximum Marks : 100

Note : There are two sections in this paper. Section-I is of 40 marks and is compulsory. Section-II consists of 4 questions of 20 marks each. You may attempt any 3 of them. There is no negative marking.

SECTION - I (40 Marks)

1. Multiple choice questions.

- (a) LIFO is : 2
- (i) Lost in First Out
 - (ii) Last in First Off
 - (iii) Last in First Out
 - (iv) None of above
- (b) MBO is : 2
- (i) Management by objective
 - (ii) Management before objective
 - (iii) Management by organisation
 - (iv) None of above

- (c) Induction is in : 2
- (i) HR process
 - (ii) Finance process
 - (iii) R and D process
 - (iv) None of above
- (d) Factory Rent is included in : 2
- (i) Liability
 - (ii) Expenses
 - (iii) Assets
 - (iv) P and L A/C
- (e) B 2 C means : 2
- (i) Business to cost
 - (ii) Business to customer
 - (iii) Budget to company
 - (iv) None of above.
- (f) 4 P's along with internal and external factor 2
are called :
- (i) Market Segmentation
 - (ii) Marketing Research
 - (iii) Marketing Mix
 - (iv) None of above.
- (g) Scalar Chain is refers to : 2
- (i) Chain of superior from top to top level.
 - (ii) Chain of superior from lower to lower level
 - (iii) Chain of superior from top to bottom
 - (iv) None of above.

- (h) Time and Motion study is invented by : 2
- (i) Elton Mayo
 - (ii) FW Taylor
 - (iii) Henry Fayol
 - (iv) None of above
- (i) Three levels of Management is : 2
- (i) 1, 2, 3 levels of Management
 - (ii) Top, middle and lower level of Management
 - (iii) Senior Junior and lower level of Management
 - (iv) None of above
- (j) QC is nothing but : 2
- (i) Quantity control
 - (ii) Quality control
 - (iii) Quality compromise
 - (iv) None of above
2. "All organisations need Management". Explain. 5
3. Explain the term - Job analysis. 5
4. What do you mean by market segmentation and explain the basis for segmentation ? 5

5. Provide the journal entry for the following transactions : 5

- (a) Cash deposited in SBI of Rs. 2,50,000/-
- (b) Stationary purchased of Rs. 5,750/-
- (c) Rent paid of Rs. 3,000/-
- (d) Money received as interest Rs. 2,500/-
- (e) Goods purchased for Rs. 3,500/-

SECTION - II

Attempt *any three* questions :

6. Describe the principles of management as laid down by Henry Fayol. 20
7. Provide the formats of the following : 20
- (a) Trading A/C
 - (b) P and L A/C
 - (c) Balance sheet.
8. Write notes on *any four* of the following : 5x4=20
- (a) Manpower planning
 - (b) Organisational process
 - (c) Accounting principles
 - (d) Marketing research
 - (e) Time study
9. What are the various mode of recruitment and selection in an organization ? Explain the role of Manager in different steps of recruitment and selection. 20
