

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOC – 132: Business Organisation and Management

ASSIGNMENT

2022-23

Valid from 1st July 2022 to 30th June 2023

First Semester



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068

**BACHELOR OF COMMERCE
CHOICE BASED CREDIT SYSTEM
BCOC – 132: Business Organisation and Management**

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Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. The assignment has been divided into three sections. Section A Consists of long answer questions for 10 marks each, Section B consists of medium answer questions for 6 marks each and Section C consists of short answer questions for 4 marks each.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2022 exams. They should download the new assignment and submit the same latest by 15 October 2022.
2. Those students who are appearing in June 2023 Term End Examination they have to submit latest by in 15 March 2023.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOC-132
COURSE TITLE	:	Business Organisation and Management
ASSIGNMENT CODE	:	BCOC-132/TMA/2022-23
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section-A

(This section contains long answer questions of 10 marks each)

- Q.1** What is lease financing? What are two types of lease financing? (10)
- Q.2** Briefly discuss the process of innovation. Mention various types of innovation. (10)
- Q.3** What are the steps involved in the communication process? Briefly explain the major elements in the communication process. (10)
- Q.4** “Non-financial incentives are as strong motivators as the financial ones” Critically examine this statement in the light of need-priority model and two-factor theory of motivation. (10)
- Q.5** Explain various marketing concepts under which business enterprises conduct their marketing activity. (10)

Section-B

(This section contains medium answer questions of 6 marks each)

- Q.6** What do you mean by leadership style? Briefly explain the basic styles of leadership. (6)
- Q.7** Write a short note on National Skill Development Corporation (NSDC). (6)
- Q.8** Explain McGregor’s Participation Theory of motivation. (6)
- Q.9** Discuss the marketing concepts under which business enterprises conduct their marketing activity. (6)
- Q.10** Explain the Role and Functions of SEBI. (6)

Section-C

(This section contains short answer questions of 4 marks each)

- Q.11** Explain the concept of One Person Company. (4)
- Q.12** Differentiate between PERT and CPM. (4)
- Q.13** How is Primary market different from Secondary market? (4)
- Q.14** Explain the barriers of effective communication. (4)
- Q.15** What is outsourcing? How is it distinguished from off-shoring? (4)