

Bachelor in Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOC – 132: Business Organisation and Management

ASSIGNMENT

2019-20

July 2019 and January 2020 Admission cycle



School of Management Studies

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BACHELOR IN COMMERCE
CHOICE BASED CREDIT SYSTEM
BCOC – 132: Business Organisation and Management
ASSIGNMENT: 2019-20

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. These assignments have been bifurcated into three sections. Section-A indicate descriptive questions consist of 5 Question (10 marks each). Section-B indicate short questions consist of 5 Question (6 marks each). Section-C indicate very short questions such as differentiation/short note/briefly comment consist of 2 Question (10 marks each). It carries 100 marks and covers all blocks of the course.

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.

This assignment is valid for two admission cycles (July 2019 and January 2020). The validity is given below:

1. Those who are enrolled in July 2019, it is valid up to December 2019.
2. Those who are enrolled in January 2020, it is valid up to June 2020.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre. For appearing in June Term-End Examination, you must submit assignment to the Coordinator of your study centre latest by 15th March. Similarly for appearing in December Term-End Examination, you must submit assignments to the Coordinator of your study centre latest by 15th September.

TUTOR MARKED ASSIGNMENT

Course Code	:	BCOC – 132
Course Title	:	Business Organisation and Management
Assignment Code	:	BCOC – 132/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the sections.

Section-A (50 Marks)

(This section contains five descriptive questions of 10 marks each.)

1. Compare the company form of organisation with the statutory corporation. Which of the two would you recommend for managing public enterprises and why? **10**
2. What is meant by morale? Outline the factors that influence the morale of employees in an organisation. What is the significance of leadership vis a vis morale? **10**
3. Enumerate the assumptions of Mc Gregor's Theory X and Theory Y. Which one is presently applicable in India and why? **10**
4. Describe the concept of product life cycle. Explain various stages of product life cycle. **10**
5. What do you mean by business ethics? State the major components of business ethics. **10**

Section- B (30 Marks)

(This section contains five short questions of 6 marks each.)

6. What are the factors which have to be considered while selecting a suitable bases of departmentation? **6**
7. Briefly explain the dynamics of employer and employee relationship. **6**
8. Describe main features of MNC's. **6**
9. What are the steps involved in the communication process ? Discuss. **6**
10. What are the features of E-Commerce? **6**

Section- C (20 Marks)

(This section contains two very short questions of 10 marks each.)

11. Briefly comment on the following : **10**
 - (a) Long – range planning is concerned with making today's decisions with a better sense of futurity
 - (b) Control is a fundamental management function that ensures worth accomplishment according to plans
 - (c) Money holds the key to work motivation in modern business organizations
 - (d) Worth Maximisation is preferred over profit Maximisation
12. Distinguish between the following : **10**
 - (a) Commerce and industry
 - (b) Outsourcing and Offshoring
 - (c) Line Organisation and Functional Organisation
 - (d) Delegation and Decentralisation