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

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

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

1. "Budgetary control is a useful management control device, as it performs various important functions. " Discuss this statement and give the objectives and benefits of budgetary control. 20

2. Distinguish between the following : 10x2=20
 - (a) MBE and MBO
 - (b) Organisation culture and organisation climate.

3. Design a control system for controlling the performance of your subordinates, keeping in view the characteristics of effective control. 20

4. Write short notes on the following : 5x4=20
- (a) Matrix Organisation
 - (b) Decision making
 - (c) Accountability
 - (d) Zero base budgeting.
5. (a) Explain the concept of organisational climate. What factors constitute the organisational climate 10
- (b) How will you measure the climate of an organisation. 10
6. Why are strategies important ? Can the organisation be successful without effective strategies ? How do policies differ from strategies ? 20
7. ABC Ltd. is a multi - product company. It has many manufacturing plants and sells a product throughout the country. The managing director of the company is thinking to develop a suitable organisation structure. Suggest a structure giving reasons to support it. 20
8. Distinguish between social responsibility of business and social power of business. Give a note on corporate social responsibility in India. 20
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