

**DIPLOMA IN ENTREPRENEURSHIP AND
SKILL DEVELOPMENT**

Term-End Examination

June, 2010

00202

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 comprises of 4 question of 20 marks each. You may attempt any three questions from this Section. There is no negative marking.

SECTION - I**(40 Marks)**

The Right answer may be mentioned as (i)/ (ii)/ (iii)/ (iv) in the corresponding box.

1. Multiple choice questions :

- (a) Henery Fayol is regarded as : 2
- (i) Father of scientific management
 - (ii) Father of marketing management
 - (iii) Father of principles of management
 - (iv) None of the above
- (b) Scientific Management is invented by : 2
- (i) Peter F. Drucker
 - (ii) Henery Fayol
 - (iii) F.W. Taylor
 - (iv) Gilberth

- (c) FIFO is used in : 2
- (i) Inventory management
 - (ii) Administration
 - (iii) Recruitment
 - (iv) None of above
- (d) Purchase of stationery is treated as : 2
- (i) an asset
 - (ii) a liability
 - (iii) as depreciation
 - (iv) an expense
- (e) PLC is nothing but : 2
- (i) Product level cycle
 - (ii) Purchase level cycle
 - (iii) Product life cycle
 - (iv) Product lead cycle
- (f) SWOT analysis means : 2
- (i) Strength, Weakness, Opportunities and Threats
 - (ii) Strength, Weakness, Opportunities and Techniques
 - (iii) Strong, Weak, Opportunities and Threats
 - (iv) None of the above
- (g) OJT is called as : 2
- (i) Over the Job time
 - (ii) Over the Job Training
 - (iii) On the Job Training
 - (iv) None of the above

- (h) MBO stands for : 2
- (i) Manage by person
 - (ii) Management by objective
 - (iii) Management by object
 - (iv) None of the above
- (i) Application Blank is related to : 2
- (i) Selection process
 - (ii) Induction process
 - (iii) Kind of Test
 - (iv) Training and Development
- (j) Rent is regarded as : 2
- (i) Variable cost
 - (ii) Semivariable cost
 - (iii) Fixed cost
 - (iv) None of the above

2. Define Management and discuss that it is a continuous process. 5
3. Explain SWOT analysis. 5
4. What is Accounting and Give the difference between Cost Accounting and Financial Accounting ? 5
5. Explain the different sources of recruitment of personnel and difference between Recruitment and Selection. 5

SECTION - II

(60 Marks)

Attempt any three questions :

6. Explain different approaches of Management in detail and mention its characteristics. 20
7. Zavier Export is a garment unit working for 6 days in a week with Sunday as Holiday Mr. Kumar is the proprietor of the unit. Ashok is working with him as Store Incharge. Every time he works on all 7 days including Sunday and demands compensation for extra work apart from his regular salary. Some-times Kumar did pay for extra work to others for completion of urgent orders. In this case Mr. Kumar is not ready pay extra time compensation to Ashok and shouted at him saying "Why are you working on Sundays ? It shows that you are incapable for this position". 20

Evaluate this case critically :

- (a) What action Mr. Kumar can take against him ?
- (b) How Ashok should organise his job according to the need of the Company/Firm ?
- (c) How would you rate the behaviour of both, Mr. Kumar and Mr. Ashok ?

8. Draw an consolidated organisational structure chart for a Management College working with following departments : 20

- PGDM
- PGDM (Retail)
- PGDM (Entrepreneurship)
- MBA (Insurance)
- Admissions
- Administration - Academics
- General Administration
- Hostel and canteen.

9. Write notes on *any four* of the following : 5x4=20

- (a) Training and Development.
 - (b) Job specifications.
 - (c) FIFO and LIFO
 - (d) Intangible/Tangible Assets
 - (e) MBO
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