

**2023/TDC(CBCS)/ODD/SEM/  
COMDSC-103T/320**

**TDC (CBCS) Odd Semester Exam., 2023**

**COMMERCE**

**( 1st Semester )**

**Course No. : COMDSC-103T**

**( Business Organization and Management )**

Full Marks : 70

Pass Marks : 28

**Time : 3 hours**

*The figures in the margin indicate full marks  
for the questions*

**SECTION—A**

**Answer *twenty* questions, selecting any *four* from  
each Unit :**

**1×20=20**

**UNIT—I**

- 1. What is small enterprise?**
- 2. What is globalization?**
- 3. What is service sector?**

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4. Give one example of steel company in private sector.
5. What is franchising?

UNIT—II

6. What is sole proprietorship business?
7. What is Joint Hindu Family business?
8. What is cooperative society?
9. Name one cooperative society.
10. Name one government company.

UNIT—III

11. What is management?
12. What is decision-making?
13. What is meant by team in organization?
14. State one feature of matrix organization.
15. What is meant by decentralization?

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UNIT—IV

16. State one importance of motivation.
17. Who formulated need hierarchy theory?
18. What is communication?
19. What is control?
20. What is semantic barrier in communication?

UNIT—V

21. State one objective of Marketing Management.
22. State one function of Marketing Management.
23. State one scope of Financial Management.
24. State one scope of Marketing Management.
25. State one scope of Human Resource Management.

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SECTION—B

Answer *five* questions, selecting *one* from each  
Unit : 2×5=10

UNIT—I

26. State one government policy on medium enterprises.

27. What is business ethics?

UNIT—II

28. What is company?

29. What is multinational corporation?

UNIT—III

30. State two features of Delegation of Authority.

31. State two features of group.

UNIT—IV

32. State two factors stated by Herzberg in his theory.

33. State two features of control.

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( Continued )

( 5 )

UNIT—V

34. What is Marketing Management?

35. What is Human Resource Management?

SECTION—C

Answer *five* questions, selecting *one* from each  
Unit : 8×5=40

UNIT—I

36. Write a note on Make in India Movement.

37. What is e-commerce? What are the steps involved in e-commerce transaction?

UNIT—II

38. Distinguish between company and cooperative society.

39. Discuss the rationale of public enterprise.

UNIT—III

40. State the features of planning.

41. Discuss the features of functional organization.

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( Turn Over )

UNIT—IV

- 42. Discuss in detail the situational theory of leadership.
- 43. Discuss the process of communication.

UNIT—V

- 44. Discuss the functions of finance.
- 45. Discuss the functions of Human Resource Management.

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