

2022/TDC/ODD/SEM/COMDSC-102T/338

TDC (CBCS) Odd Semester Exam., 2022

COMMERCE

(1st Semester)

Course No. : COMDSC-102T

(Business Organization and Management)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

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

UNIT—1

1. Answer any four questions of the following :

1×4=4

- (a) Give an example of petroleum industry.
- (b) What is small enterprise?
- (c) Give an example of medium enterprise.
- (d) What do you mean by outsourcing?
- (e) What is e-commerce?

2. Answer any *one* of the following questions : 2

- (a) What is 'Make in India' Movement?
- (b) Explain the term 'franchising' with examples.

3. Answer any *one* of the following questions : 8

- (a) Discuss the various problems faced by the small enterprises in India.
- (b) Write a detailed note on social responsibility of business.

UNIT—2

4. Answer any *four* of the following questions :

1×4=4

- (a) How many persons are required to start a sole proprietorship business?
- (b) What is a partnership firm?
- (c) What is the minimum number of persons required to form a partnership firm?
- (d) Write one feature of partnership.
- (e) Give an example of multinational corporation.

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(3)

5. Answer any *one* of the following questions : 2

- (a) Mention two differences between sole proprietorship and partnership.
- (b) State two advantages of public enterprises.

6. Answer any *one* of the following questions : 8

- (a) What do you mean by public enterprise? Explain its objectives.
- (b) Discuss briefly the principles of cooperatives.

UNIT—3

7. Answer any *four* of the following questions :

1×4=4

- (a) What is planning?
- (b) Mention one feature of management.
- (c) State the meaning of delegation of authority.
- (d) What do you mean by group?
- (e) State one advantage of informal organization.

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8. Answer any *one* of the following questions : 2

- (a) Explain two characteristics of planning.
- (b) Briefly explain informal group with examples.

9. Answer any *one* of the following questions : 8

- (a) Distinguish between Centralization of authority and Decentralization of authority.
- (b) Write a note on Departmentation.

UNIT—4

10. Answer any *four* of the following questions : 1×4=4

- (a) What is meant by leadership?
- (b) Mention one style of leadership.
- (c) State one trait required to be a leader.
- (d) What is motivation?
- (e) Mention one barrier to communication.

11. Answer any *one* of the following questions : 2

- (a) Explain any two features of leadership.
- (b) Explain the term 'grapevine'.

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12. Answer any *one* of the following questions : 8

- (a) Discuss briefly the trait theory of leadership.
- (b) Explain briefly the different barriers to effective communication.

UNIT—5

13. Answer any *four* of the following questions : 1×4=4

- (a) State one function of Human Resource Management.
- (b) Mention one objective of Marketing Management.
- (c) What is Financial Management?
- (d) State one objective of Financial Management.
- (e) What is Human Resource Management?

14. Answer any *one* of the following questions : 2

- (a) Explain two objectives of Marketing Management.
- (b) Explain the scope of Human Resource Management.

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15. Answer any *one* of the following questions : 8

- (a) Discuss briefly the scope and functions of Marketing Management.**
- (b) Discuss briefly the role of Human Resource Management in an organization.**

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