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I Semester B.B.M. Examination, Nov./Dec. 2013
(Repeaters Scheme)

(2011-12 Only)

Paper – 1.5 : BUSINESS MANAGEMENT

Time : 3 Hours

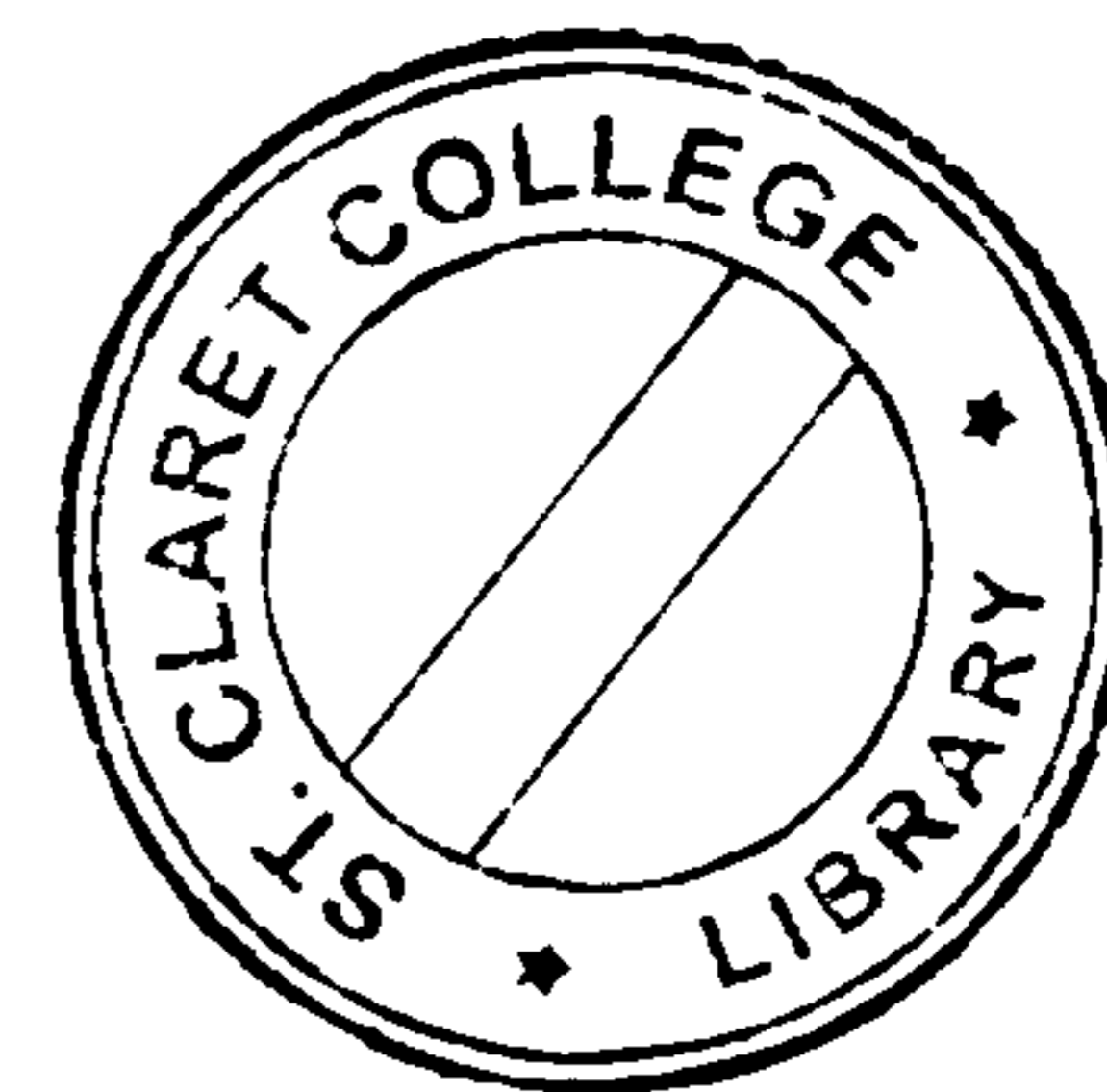
Max. Marks : 100

Instruction : Answer should be written in **English Only**.

SECTION – A

Answer **any eight** sub-questions. **Each** sub-question carries **two** marks : **(8×2=16)**

1. a) What is meant by unity of command ?
- b) Define business ethics.
- c) What is an objective ?
- d) Give the meaning of span of management.
- e) What is meant by recruitment ?
- f) State any two differences between manager and leader.
- g) What do you understand by two-way communication ?
- h) What is Management By Exception (MBE) ?
- i) State two essentials of effective control.
- j) Define placement.



SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks : **(3×8=24)**

2. Explain the main characteristics of business in the modern world.
3. Differentiate between management and administration.
4. Define policy. How does policy differ from rules ?
5. What do you mean by interview ? Describe the guidelines to be followed for making an interview effective.
6. What are the factors influencing span of management ?

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SECTION – C

Answer **any four** questions. **Each** question carries **fifteen** marks : **(4×15=60)**

7. What is a cooperative society ? Distinguish between company and co-operative society.
 8. Discuss the steps in planning.
 9. Explain briefly the various types of organisation.
 10. Explain the significance of leadership in management. Describe the nature of autocratic and democratic styles of leaderships.
 11. What is meant by communication ? Explain its importance in business and also discuss the principles of an effective communication system.
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