

B.Com. (Part-I) (Business Information & System Management) Semester-I (CBCS)

Examination

PRINCIPLES OF BUSINESS MANAGEMENT

BCE - 14

Time : Three Hours]

[Maximum Marks : 80]

Note :— All sections are compulsory.

SECTION – A

Multiple Choice Questions :

$$10 \times 2 = 20$$

8. What is the primary objective of social responsibility in business organisation ?
 - (a) Maximizing profits
 - (b) Environmental sustainability
 - (c) Employee empowerment
 - (d) Enhancing market share
9. At which managerial level is the focus on implementing specific policies and procedures ?
 - (a) Top level management
 - (b) Middle level management
 - (c) Frontline management
 - (d) Strategic management
10. In risk management what is the aim concerning decision making ?
 - (a) Eliminating all risk
 - (b) Minimizing uncertainty
 - (c) Avoiding decisions
 - (d) Ignoring opportunities

SECTION – B

Short Answer Questions :

$5 \times 4 = 20$

1. (a) Discuss the significance of the organising function in management emphasizing its impact on resource allocation.

OR

- (b) Define programmed decision and provide an example illustrating their application in organisational settings.

2. (a) Explore the characteristics and advantages of matrix organizational structure highlighting potential challenges.

OR

- (b) Explain the role of ethics in decision making and how ethical considerations contribute to corporate governance.

3. (a) Differentiate between frontline managers and middle level managers highlighting their respective responsibilities.

OR

- (b) Discuss the stages of team development and the factors that contribute to effective team communication.

4. (a) Examine the importance of managing diversity in organizations focusing on strategies for fostering an inclusive work list.

OR

- (b) Define innovation and discuss organization can create a culture that encourages and supports innovation.

5. (a) Explore the challenges associated with strategic planning in a rapidly changing business environment.

OR

- (b) Discuss the principles of total quality management and its relevance in achieving organisational excellence.

SECTION – C

Long Answer Questions :

$8 \times 5 = 40$

1. (a) Analyse the historical evolution of management theories emphasizing the contributions of key theorist in different eras.

OR

- (b) Evaluate the decision making process discussing the role of cognitive biases and their impact on effective decision making.

2. (a) Compare and contrast different types of organisational structure providing examples and discussing their suitability.

OR

- (b) Assess the influence of organizational culture on employee behaviour and its role in shaping a positive workplace environment.

3. (a) Explore the challenges and opportunities associated with managing innovation in a global business context.

OR

- (b) Discuss the importance of corporate social responsibility in contemporary business practices and its impact on organisation reputation.

4. (a) Evaluate the principles and benefits of total quality management in enhancing organisation performance.

OR

- (b) Analyze the step involved in the strategic management process emphasizing the formulation and the implementation of effective strategies.

5. (a) Examine the characteristics of Entrepreneurship highlighting its role in economic development and job creation.

OR

- (b) Discuss the significance of project management in achieving organisational goals, providing examples of successful projects.