

Roll No.....

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BCA-205

B.C.A. Second Year Examination, 2017

Paper-V

(Business Organization and Management)

Time Allowed : Three Hours

Maximum Marks : 100

PART-A (खण्ड-अ) [Marks : 20

Answer all questions (50 words each).

All questions carry equal marks.

सभी प्रश्न अनिवार्य हैं। प्रत्येक प्रश्न का उत्तर 50 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

PART-B (खण्ड-ब) [Marks : 50

Answer five questions (250 words each), selecting one from each Unit. All questions carry equal marks.

प्रत्येक इकाई में से एक-एक प्रश्न चुनते हुए, कुल पाँच प्रश्न कीजिए। प्रत्येक प्रश्न का उत्तर 250 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

PART-C (खण्ड-स) [Marks : 30

Answer any **two** questions (300 words each).

All questions carry equal marks.

कोई दो प्रश्न कीजिए। प्रत्येक प्रश्न का उत्तर 300 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

PART-A

1. Answer the following questions :

- (i) Define Business.
- (ii) What is the role of manager?
- (iii) What is the use of Conflict management?
- (iv) What is MBO?
- (v) What are the various Motivation theories?
- (vi) What is the Utility of HRM?
- (vii) What are the phases of Product life cycle?
- (viii) Define Fixed Capital.
- (ix) What is relevance of BPO Industry?
- (x) Define Case study?

PART-B

UNIT-I

2. What are the Henry Fayol's principles of Management?
3. Explain Scientific Management.

UNIT-II

4. What is MBO? Explain its utility in Business Organization.
5. Write short notes on the following :
 - (a) Organization Behavior
 - (b) Decision Making Models.

UNIT-III

6. Give an overview of Job Analysis. Differentiate between Recruitment and Selection.
7. What are the various Leadership styles? Explain.

UNIT-IV

8. Explain in detail about the product life cycle.
9. Give an overview of Service Tax and VAT.

UNIT-V

10. What is the utility of HR sector in an organization?
11. By giving an example differentiate between Traditional Management and HR Management.

PART-C

12. What are the functions of Management? Explain.
13. Explain Conflict Management. Also discuss its strategies and policies.
14. What is career Planning and Development. Also give an brief overview of Job Rotation.
15. Explain Marketing Information System. What is the nature and scope of Marketing?
16. What is the utility of IT sector in an Organization? Explain.
