



Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

FY.B. COM SEM - I

School of Commerce and

Commerce

Management

CBC 101

Business Organization &

Semester - I

Management

Friday

End Semester Examination

Time: 3 hrs, Max Marks: 100

31/05/2019

2:30 pm to 5:30 pm

Instructions:

1) All Questions are compulsory.

		Marks	Level	COs
Q.1				
a)	True or False (Solve any 5)	10		1
	1. Management is an art as well as it is a Sciences.		1	
	2. Henri Fayol introduced 10 principles of management.		1	
	3. An 'organisation' is a group of individuals working together to achieve one or more objectives.		2	
	4. Planning is the process of deciding in advance what is to be done, who is to do it, how it is to be done and when it is to be done.		2	
	5. The difference between authority and responsibility is complicated, as they both are very closely intertwined.		2	
	6. Centralization of authority means the power of planning and decision making are exclusively in the hands of Lower Level management.		1	
b)	Answer the short questions (Solve any 5)	10		1
	1. Explain concept of Staffing.		1	
	2. State the various Recruitment Sources.		1	
	3. Discuss the Marketing Management.		2	
	4. Describe the concept of HRM.		2	
	5. Explain concept of Production Management.		1	
	6. Discuss the need of Financial Management.		1	
Q.2	Answer the following			
a)	Define Primary & Secondary Skills of Managers. OR	10	1	1
a)	State the various Levels of Management.	10	1	1
b)	Describe the Planning with its Steps in detail. OR	10	2	2
b)	Explain the Decision Making Importance.	10	2	2
Q.3	Answer the following			
a)	Describe the various Bases of Departmentalization. OR	10	2	3
a)	Discuss the Relationship between Authority &	10	2	3

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Responsibility, Delegation & Accountability.

b)	Explain the Recruitment & Selection Process Steps.	10	2	4
	OR			
b)	Describe Directing with its Principles in detail.	10	2	4
Q.4	Answer any Two			
a)	Illustrate the Core Concepts in Marketing.	10	3	5
b)	Write the Overview of Production management.	10	3	5
c)	Illustrate the Operations Management importance in detail.	10	3	5
Q.5	Answer any Two			
a)	Evaluate the need of Financial Management in organisation.	10	4	6
b)	Appraise the importance of Human Resource Management in development of the organisation.	10	4	6
c)	"Integration between functional areas of business organisation is very vital". Appraise the statement.	10	4	6

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