A-2684
Second Year B. Com. (Honours) (Sem. III) Examination
March/April – 2015
Principles of Business Management

Time : Hours] [Total Marks : 50

Instructions :
(1) Fill up strictly the details of signs on your answer book.
Name of the Examination : S. Y. B. COM. (HONOURS) (SEM. 3)
Name of the Subject : PRINCIPLES OF BUSINESS MANAGEMENT
Subject Code No. : 2684

(2) All questions are compulsory.
(3) Figures to the right indicate marks.

1 Answer in brief : 10
   (a) Explain the universality principle of management.
   (b) Differentiate between strategic and tactical decisions.
   (c) State the benefits of MBO.
   (d) State the basis of departmentation.
   (e) Explain the concept of motivation.

2 Define decision-making. Explain in detail the techniques of decision-making. 13

3 (a) Define authority and responsibility and explain the relationship between them. 7
    (b) State Henry Fayol's six qualities of a manager. 6

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Alembic Ltd. is a pharmaceutical company situated in Vadodara. The future of the company lies in the innovations and improvement brought in drugs by the research and development department. Its employees in this department are paid handsome package of more than Rs. 8,00,000 and there is no complaint regarding pay or working conditions. How every new drug is developed since last five years and no improvement in existing drugs manufactured by the company is registered. As the researchers are assured fixed package they tend to be indifferent towards their duties. As a manager which financial and non-financial motivational tools would you use to motivate them.