



SE-6245

**B. E. II (Sem - III) (Information
Technology) Examination**

May / June – 2011

Elements of Business Management

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दृशायेव निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="B. E. II (Sem - III) (IT)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Elements of Business Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="6"/> <input type="text" value="2"/> <input type="text" value="4"/> <input type="text" value="5"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	

- (2) Use separate answer sheet for each section.
(3) Make assumptions wherever required.
(4) Numbers on the right side indicate marks.

- 1 (a) State true/false and justify each : 10
- (1) The four facets of interpersonal communication are sender, receiver, information and behavior.
 - (2) Communication is defined as the interchange of thoughts or opinions through shared symbols.
 - (3) Health and safety are not the issues of a personnel department.
 - (4) The balance sheet takes its name from the fact that it has to balance two amounts of money.
 - (5) Communication should be effective for development of overall organization.
- (b) Match the following : 5
- | | |
|---------------------------------|------------------------|
| (a) Just-in-time | (1) Goods on services |
| (b) Quality assurance | (2) Customer needs |
| (c) Training | (3) Budget and project |
| (d) Product development process | (4) HR department |
| (e) Communication process | (5) Cerapenine |
- (c) Explain stress management. 5

- 2 Answer the following :
- (a) Focus on material management process in an enterprise. 8
- (b) Describe the human communication process. 7
- OR**
- 2 (a) Throw light on 'total quality management.' 8
- (b) Materials requirement planning (MRP). 7
- 3 Write short notes : (any **three**) 15
- (a) Annual Report
- (b) Effective human communication process
- (c) Attitude of innovation
- (d) Business plans
- 4 (a) State true/false and justify each : 10
- (1) Excellence is not about being better than anyone else, it's about better than you were yesterday.
- (2) People will judge you by your intension and not by your actions.
- (3) Stereotype nature is the roadblock of communication.
- (4) Raw material and finished goods are type of stock.
- (5) To develop a successful new product in any organization one must identify customer needs.
- (b) Explain the following term : 5
- (1) Report writing
- (2) Communication Aids
- (c) Explain intellectual property lights. 5
- 5 Answer the following : 15
- (a) Explain the concept : "Management by objectives" 8
- (b) Elaborate : "To achieve success in life you must a plan." 7
- OR**
- 5 (a) What is takes to be a Techo-Manager ? 8
- (b) Focus on human communication process for any organization. 7
- 6 Write short notes on any **three** : 15
- (a) Group Dynamics
- (b) Creativity and Innovation
- (c) Motivation
- (d) Excellence