



UA-0659

Second Year B. Com. (Honours) Examination
February/March – 2012
Principles Of Business Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृष्टावेव निशानीवाणी विगतो उत्तरवही पर अवश्य लपनी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="S. Y. B. COM. (HONOURS)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="PRINCIPLES OF BUSINESS MANAGEMENT"/>	<input type="text"/>
Subject Code No. : <input type="text" value="0"/> <input type="text" value="6"/> <input type="text" value="5"/> <input type="text" value="9"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	

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

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|---|--|----|
| 1 | Answer in brief : | 10 |
| | (i) What are single use plan. | |
| | (ii) What do you mean by division of work. | |
| | (iii) Give the meaning of Matrix Organisation. | |
| | (iv) What is meant by Non verbal communication. | |
| | (v) Give the meaning of Budgetary control. | |
| 2 | Explain the concept of management and bring out its importance in present days context. | 10 |
| 3 | What are the factors responsible for individuals performance ? How is motivation importance in this context. | 10 |
| 4 | What do you mean by planned change ? What are its objectives. | 10 |
| 5 | "Control function ensures accomplishment of work according to plans". Discuss the statement and out line the various steps in the control process. | 10 |
| 6 | How does long term planning differ from short term planning. How can both be coordinated. | 10 |

7 Case :

Mr. Kamal Nayan joined as officer Manager, at Industrial Product limited, Mumbai after coming back from USA. from where he got his M.B.A. degree with specialisation in personnel Management. 10

He was young and energetic and believed in results. Before proceeding to USA he had several years of experience in India in different capacities. When Mr. Nayan joined Industrial Product limited its office time was 10.30 to 5.30 PM. He felt that the timing should be changed to 10.00 AM to 5.00 PM. because he knew that office personnel in USA did not work after 5.00 PM. He thought this to be true for India also, and to ensure more availability of effective time for office, he changed it to 10.00 AM to 5.00 PM. He announced the change officially.

No one reacted initially but after two days, Mr Nayan received a written memorandum by all office personnel that old office timing be restored. Mr. Nayan did not yield to this demand.

However he was convinced that the first step was to build cooperative spirit among his employees through informal get - together. Therefore he prepared a scheme of having a monthly dinner party of all members of the office. In the party all members were to bring their home made dishes. Their wives and children were to be encouraged to attend the monthly dinner party. The scheme was announced through placing it on the information bulletin of the company.

The notice also invited suggestions from the members for making the scheme successful. Two weeks elapsed and no suggestion came. On one occasion when the day was nearing for the first dinner meeting. He overheard the following conversation between two of his office members.

First Employee - "So what are you bringing for the party? As for my self. I will bring Bhel Puri."

Second Employee. "I will bring chana" (Both laughed)
Mr. Nayan felt that no body seemed to be concerned in the scheme.

Questions :

- (i) What were the reasons for not supporting the action of Mr. Kamal Nayan by his employees.
- (ii) Advise Mr. Kamal Nayan how he should proceed in the matter.