



KC-6245

B. E. II (Sem. III) (Inform. Tech.) Examination
November/December – 2012
Elements of Business Management

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दर्शावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य कपवी. 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) (Inform. Tech.)"/>	<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) Make Assumptions wherever required.
(3) Numbers on the right side indicate marks.

- 1 (a) State True/False and justify each : 10
- (i) Well managed company has always a mission statement.
- (ii) Communication should be effective for development of overall organization.
- (iii) The balance sheet takes its name from the fact that it has to balance two amounts of money.
- (iv) Failing to plan is planning to fail.
- (v) Health and safety are not the issues of a personnel department.
- (b) Match the following : 5
- | | |
|----------------|---------------------------|
| (a) HR | (1) Advertisement |
| (b) Marketing | (2) Cash flow |
| (c) Finnce | (3) Product Specification |
| (d) Research | (4) Recruitment |
| (e) Production | (5) Goods |
- (c) Brain Storming. 5

- 2 Answer the following : 15
- (a) Throw light on balance sheet. 8
- (b) Describe the Human communication process. 7
- OR**
- (a) Write a note on "Total Quality Management". 8
- (b) Expand the need for corporate objectives. 7
- 3 Write short notes : (any three) 15
- (a) Explain Benchmarking.
- (b) Effective Human communication process
- (c) Business Plans
- (d) Stress Management
- 4 (a) State True/False and Justify each. 10
- (i) Leadership must be in-born quality.
- (ii) Anything that causes a change in your life causes stress.
- (iii) People will judge you by your intension and not by your actions.
- (iv) The success is not a journey but a destination.
- (v) To develop a successful new product in any organization one must identify customer needs.
- (b) Explain following terms in detail. 5
- (i) Types of communication.
- (ii) Types of leadership
- (c) Explain Group Dynamics. 5
- 5 Answer the following : 15
- (a) Execute the statement "Good and rather great decision should be value based". 8
- (b) Elaborate : "To achieve success in life you must a plan". 7
- OR**
- (a) What it takes to be a Techo-Manager ? 8
- (b) Explain "Innovation is the key to growth:." 7
- 6 Write short note on : (any three) 15
- (a) Techo-Manager
- (b) Depreciation
- (c) Excellence
- (d) Creativity and Innovation.