

**NKT/KS/17/4329**

**Bachelor of Commerce (Computer Application) (B.C.C.A.) Semester—II (C.B.C.S.) Examination**  
**PRINCIPLES OF BUSINESS MANAGEMENT**  
**Compulsory Paper—2**

Time : Three Hours]

[Maximum Marks : 80

- N.B. :—** (1) Draw well labelled diagram wherever necessary.  
(2) **ALL** questions are compulsory.

**PART—A**

- Note :—** (1) Each question carries equal marks.  
(2) Answers should not be in more than five lines.

1. Explain the meaning of Decision making.
2. What do mean by professional management ?
3. State the requisites for Excellent co-ordination.
4. Give the definition of organisation.
5. Mention the criteria of performance appraisal.
6. Point out the classification of compensation.
7. Definition of Communication.
8. Indicate the technique of control.

8×2=16

**PART—B**

- Note :—** (1) Each question carries equal marks.  
(2) Answers should not be in more than ten lines.

8×3=24

1. State the limitations of planning.
2. Mention the process of management.
3. What are the difficulties of co-ordination ?
4. Point out the importance of proper staffing.
5. Bring out the requirements of effective direction.

6. Evaluate the training and development.
7. Discuss the recent planned changes in the corporate sector in India.
8. Explain the characteristics of Leadership.

### PART—C

**Note :—** Answer should not be in more than 400 words for 5 marks questions and 600 words for 10 marks questions respectively.

1. (A) Explain the common difficulties in Decision making. 5
- (B) State the modern approaches for development of management thought. 5

#### OR

- (C) What is meant by planning ? Explain its nature and significance of planning. 10
2. (A) Narrate the need and importance of induction. 5
- (B) Differentiate between formal and Informal organisation. 5

#### OR

- (C) Elaborate the meaning and process of organizing business. Point out its principles. 10
3. (A) Explain the advantages of training. 5
- (B) Distinguish between monetary and non-monetary incentives. 5

#### OR

- (C) What is meant by Career planning and development, highlighting appraisal of organisational activities ? 10
4. (A) What are the various principles of effective communication ? 5
- (B) Mention the new approaches to leadership. 5

#### OR

- (C) Discuss the steps in managerial control process. Point out the need and benefits of control system. 10