

Bc/BC/C11

2024

(FYUGP)

(5th Semester)

COMMERCE

(Major)

Paper Code : BC/C11

(Business Organization and Management)

Full Marks : 75

Pass Marks : 40%

Time : 3 hours

***The figures in the margin indicate full marks
for the questions***

- 1. (a) Explain the liberalization and globalization policy of India. 15**

Or

- (b) Explain social responsibilities of business organization.**

(2)

2. (a) What is sole trading business? Explain the characteristics and advantages of sole trading business. $3+6+6=15$

Or

- (b) Explain the different forms of business organization. 15

3. (a) Explain the process of management. 15

Or

- (b) What is delegation? Explain decentralization of authority. $3+12=15$

4. (a) What is leadership? Explain the different types of leadership. $3+12=15$

Or

- (b) What is motivation? Explain Maslow's Need Hierarchy theory. $3+12=15$

5. (a) What is marketing management? Explain pricing policy of a product. $3+12=15$

Or

- (b) What is Human Resource Management? Explain the concept and function of HRM. $3+6+6=15$

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