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(FYUGP) ambud above

(5th Semester)

COMMERCE

Major)

Paper Code: BC/C11

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(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

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Or

(b) Explain social responsibilities of business organization.

(Turn Over)

50/50/50X

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

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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

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5. (a) What is marketing management?

Explain pricing policy of a product.

3+12=15

on Or

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

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