

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1061

F

Unique Paper Code : 6132371202

Name of the Paper : Business Organisation And
Management

Name of the Course : **B.A. (VS) Material
Management**

Semester / Type : II / DSC

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. Part of the questions to be attempted together.
4. **All** questions carry equal marks.

1. What is E-Commeree? Explain the various benefits and applications of E-Commerce.
2. What is the role of management in today's organization?What are the essential features of organization and management?

P.T.O.

3. Explain the term corporate strategy. Discuss the importance of corporate strategy for a large scale business enterprise.
4. Explain the term 'Business Environment'. Elaborate the major components of the external environment of business.
5. What is decision-making? Explain any two techniques of decision-making along with suitable examples.
6. Explain Employee Motivation. Explain Maslow's theory of hierarchy of needs. Why has it been criticized in real life?
7. Discuss the modern techniques of Controlling. Which technique has been popular Industry and why?
8. Write short notes on any **three** of the following :
 - (a) Franchising
 - (b) Matrix Organisational structure
 - (c) Work Life Balance
 - (d) SWOT Analysis