

[This question paper contains 3 printed pages]

Your Roll No. :

Sl. No. of Q. Paper : **686** **I**

Unique Paper Code : 6132381103

Name of the Paper : Business Organization
and Management

Name of the Course : **B.A. (VS) Modern Office
Management (NEP)**

Semester : I

Time : 3 Hours **Maximum Marks : 90**

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
 - (b) Attempt any **Five** questions.
 - (c) **All** questions carry equal marks.
1. Define management and explain its nature and functions. How does management play a role in our daily lives ?
 2. Describe the different layers of the business environment. Briefly discuss the importance of understanding the micro and macro business environment for entrepreneurs.

P.T.O.

3. What is Entrepreneurship ? Explain its feature and functions. Also discuss different steps in entrepreneurship process.
4. Discuss Maslow's Hierarchy of Needs theory. How can this theory be used to motivate employees within an organization ?
- 5.. What are business level and corporate level strategies ? Differentiate between Business strategies and Corporate strategies.
6. Explain the role of communication in management. How have new technologies like social media affected communication in organizations ?
7. Discuss the concept of work-life balance. What are some ways organizations can help employees achieve a good work-life balance ?
8. Write short notes on **any three** of the following:
 - (a) SWOT Analysis
 - (b) PERT

- (c) Outsourcing
- (d) Supply Chain Management (SCM)
- (e) VRIO Framework
