TDC Even Semester Exam., 2019

COMMERCE

(Pass)

(2nd Semester)

Course No. : BCMP–203

(Business Organization and Management—II)

Full Marks : 50
Pass Marks : 17

Time : 2 hours

The figures in the margin indicate full marks for the questions

Answer **one** question from each Unit

UNIT—I

1. What do you mean by management? Discuss the scope of management. 3+7=10

2. What are the functions of management? 10

UNIT—II

3. Define 'scientific management'. Discuss the principles of scientific management. 3+7=10

4. Write short notes on the following : 5×2=10

(a) Motion study

(b) Time study

UNIT—III

5. Discuss the aim and objectives of human resource management. 10

6. What are the sources of recruitment? Discuss in detail. 10

UNIT—IV

7. What is finance function? Discuss the scope of finance function. 3+7=10

8. Define 'overcapitalization'. Discuss the effects of overcapitalization. 3+7=10

UNIT—V

9. Define 'marketing'. Explain the functions of marketing. 3+7=10

10. What is meant by marketing environment? Discuss various factors which have an impact on marketing environment. 3+7=10

★★★