

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2015

Subject Name : Business Management

Subject Code : 5MC02BMA2

Branch : M.Com. (Commerce)

Semester : 2

Date : 19/ 11/ 2015

Time : 10:30 To 1:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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SECTION – I

- Q-1** **Attempt the Following questions (1 Mark *7=7)** **(07)**
(No MCQ Questions)
- a. Write any one definition of organization. **(01)**
 - b. Give full form of TQM **(01)**
 - c. What is business ethics? **(01)**
 - d. Write four 'C' of TQM **(01)**
 - e. What is Social Responsibility? **(01)**
 - f. Who is known as the father of modern business science? **(01)**
 - g. Give the meaning of TQM **(01)**
- Q-2** **Attempt all questions** **(14)**
(A) What is management? State the characteristics of management. **(07)**
(B) Discuss the elements of organizational change. **(07)**
- OR**
- Q-2** **Attempt all questions** **(14)**
(A) Write the limitations of organizational change. **(07)**
(B) Discuss the functions of management **(07)**
- Q-3** **Attempt all questions** **(14)**
(A) Write the objectives of TQM **(07)**
(B) Explain the importance of planning **(07)**
- OR**
- Q-3** **(A)** Discuss advantages and disadvantages of planning **(07)**
(B) Explain the principles of TQM **(07)**



SECTION – II

- Q-4 Attempt the Following questions (No MCQ Questions) (07)**
- a. What do you mean by planning premises? (01)
 - b. What is cost of quality? (01)
 - c. Meaning of organizational change? (01)
 - d. Explain the concept of social responsibility (02)
 - e. Write the 6P of Peter Drucker (02)
- Q-5 Attempt all questions (14)**
- (A) Discuss planning premises in brief (07)
 - (B) Write a note on strategy implementation (07)
- OR**
- Q-5 (A) Write the objectives of organization development (07)**
- (B) Explain social responsibility of manager (07)
- Q-6 Attempt all questions (14)**
- (A) Write a note on social responsibility in management (07)
 - (B) State needs and benefits of business ethics (07)
- OR**
- Q-6 Attempt all Questions**
- (A) Explain social responsibility towards customers (07)
 - (B) Write a note on importance of management (07)

