

# C.U.SHAH UNIVERSITY

## Summer Examination-2018

**Subject Name : Business Administration-I**

**Subject Code : 4CO01BAD2**

**Branch: B.Com (English)**

**Semester : 1**

**Date :23/03/2018**

**Time : 02:30 To 05:30**

**Marks : 70**

Instructions:

- (1) Use of Programmable calculator & 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.
- 

- Q-1                      Attempt the following questions:    (14)**
- a) Explain meaning of service    1
- b) What is manufacturing?    1
- c) What is franchisee?    1
- d) Give the definition of Management    1
- e) What is planning?    1
- f) Explain the meaning of departmentation    1
- g) What can be called all types of combinations created for common objective?    1  
A) Organization    B) Management    C) Planning    D) Control
- h) When the authority is in a single hand in the organization, what is it called?    1  
A) Departmentation    B) Decentralization  
C) Centralization    D) Delegation of authority
- i) Which type of step the promotion can be called?    1  
A) Encouraging    B) Punishing    C) Improper    D) Insulting
- j) If planning can be called the brain of a business enterprise, then what can the organization be called?    1  
A) Heart    B) Limbs    C) Life blood    D) physical structure
- k) What is meant by ascertaining the bases of planning?    1  
A) Take quick decision B) Remove defects C) Formulate rules D) Premises
- l) Who allocates the authority and responsibility and establishes the inter-relationship between them?    1  
A) General Manager    B) Organization  
C) Planning    D) Management
- m) What can be called all types of combinations created for common objective?    1  
B) Organization    B) Management    C) Planning    D) Control
- n) Management is related with?    1  
A) Human element    B) Mechanical element  
C) Material element    D) Religious element



**Attempt any four questions from Q-2 to Q-8**

<b>Q-2</b>	<b>Attempt all questions</b>	<b>(14)</b>
	(A) Explain the classification of Social Responsibility	7
	(B) State components of E-commerce	7
<b>Q-3</b>	<b>Attempt all questions</b>	<b>(14)</b>
	(A) Write the benefits of E-commerce	10
	(B) Explain the classification of Henry Fayol	04
<b>Q-4</b>	<b>Attempt all questions</b>	<b>(14)</b>
	(A) State the characteristics of management	7
	(B) Discuss the usefulness of planning	7
<b>Q-5</b>	<b>Attempt all questions</b>	<b>(14)</b>
	(A) Write the characteristics of strategy formulation	7
	(B) Write the limitations of organization	7
<b>Q-6</b>		
	Give the definition of organization. Discuss the characteristics of ideal organization	14
<b>Q-7</b>	<b>Attempt all questions</b>	<b>(14)</b>
	(A) Discuss the factors affecting centralization	7
	(B) Explain advantages of decentralization of authority	7
<b>Q-8</b>		
	State the types of departmentation	14

