

2024

(FYUGP)

(5th Semester)

COMMERCE

(Major)

Paper Code : BC/C11

(**Business Organization and Management**)

Full Marks : 75

Pass Marks : 40%

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Explain the liberalization and globalization policy of India. 15

Or

(b) Explain social responsibilities of business organization.

2. (a) What is sole trading business? Explain the characteristics and advantages of sole trading business. 3+6+6=15

Or

- (b) Explain the different forms of business organization. 15

3. (a) Explain the process of management. 15

Or

- (b) What is delegation? Explain decentralization of authority. 3+12=15

4. (a) What is leadership? Explain the different types of leadership. 3+12=15

Or

- (b) What is motivation? Explain Maslow's Need Hierarchy theory. 3+12=15

5. (a) What is marketing management? Explain pricing policy of a product. 3+12=15

Or

- (b) What is Human Resource Management? Explain the concept and function of HRM. 3+6+6=15
