



A-2684

**Second Year B. Com. (Honours) (Sem. III) Examination**  
**March/April – 2015**  
**Principles of Business Management**

Time : Hours]

[Total Marks : 50

**Instructions :**

(1)

नीचे दृशावेव निशानीवाणी विगतो उत्तरवही पर अवश्य लपनी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="S. Y. B. COM. (HONOURS) (SEM. 3)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="PRINCIPLES OF BUSINESS MANAGEMENT"/>	<input type="text"/>
Subject Code No. : <input type="text" value="2"/> <input type="text" value="6"/> <input type="text" value="8"/> <input type="text" value="4"/>	<input type="text"/>
Section No. (1, 2,...): <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

- (2) All questions are **compulsory**.  
(3) Figures to the **right** indicate marks.

- 1 Answer in brief : 10
- (a) Explain the universality principle of management.  
(b) Differentiate between strategic and tactical decisions.  
(c) State the benefits of MBO.  
(d) State the basis of departmentation.  
(e) Explain the concept of motivation.
- 2 Define decision-making. Explain in detail the techniques of decision-making. 13
- 3 (a) Define authority and responsibility and explain the relationship between them. 7  
(b) State Henry Fayol's six qualities of a manager. 6

4 Alembic Ltd. is a pharmaceutical company situated in 14  
Vadodara. The future of the company lies in the innovations  
and improvement brought in drugs by the research and  
development department. Its employees in this department  
are paid handsome package of more than Rs. 8,00,000 and  
there is no complaint regarding pay or working conditions.  
How every no new drug is developed since last five years and  
no improvement in existing drugs manufactured by the  
company is registered. As the researchers are assured fixed  
package they tend to be indifferent towards their duties.  
As a manager which financial and non-financial motivational  
tools would you use to motivate them.

---