



DF-2684
Second Year B. Com. (Honours) (Sem. III) Examination
March/April – 2016
Principles of Business Management

Time : Hours]

[Total Marks : 50

Instruction :

<p>નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination :</p> <p>SECOND YEAR B. COM. (HONOURS) (SEM. III)</p> <p>Name of the Subject :</p> <p>PRINCIPLES OF BUSINESS MANAGEMENT</p> <p>Subject Code No. : 2 6 8 4 Section No. (1, 2,.....): NIL</p>	<p>Seat No. :</p> <table border="1" style="width: 100%; height: 20px;"><tr><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td></tr></table> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; margin-top: 10px;">Student's Signature</div>						

1. Answer in brief: 10
 - (a) What is strategic and operational plan?
 - (b) Explain parity between authority and responsibility
 - (c) Explain production oriented and people oriented definition of management
 - (d) Draw the structure of need hierarchy theory
 - (e) Explain concept of organizing

2.
 - (a) Explain interpersonal and decisional managerial role 7
 - (b) Draw the structure of line organisation and explain its features 6

3.
 - (a) What is motivation? Explain with Alderfer ERG's Theory 6
 - (b) Write note on non-financial individual and collective incentives 7

4. (a) Explain the process of Strategy Formulation 7

(b) Read following case carefully and answer the following question 7

Mr. Samir Patel is having its ball-bearing manufacturing company near to Rajkot city. He has found that sales of his product is continuously decreasing from last few years due to Chinese ball-bearing, which were being dumped in the market. Due to bulk production in China, the price of Chinese bearing is very low and it's difficult to reduce the production cost up to the level of dumped product. Mr. Patel also found that as Chinese bearing were low cost bearing, many competitors started closing down their business and started importing non-branded bearing from China and selling them by using their own brand. Many of his suppliers also closed their business and started venture in selling of imported ball bearing with new brands. Due to this problem Mr. Patel is worried about his future in ball bearing business.

Suggest planning process with reference to above case and explain the required steps to be taken by Mr. Patel.
