

QUESTION BANK

SUBJECT: BUSINESS ORGANISATION AND MANAGEMENT (BOM)

SEMESTER: B.COM 2ND SEM.

NAME OF TEACHER : DR.DURGA MADHAB MAHAPATRA

UNIT-I

- 1. Discuss inter-relationship of business, profession and employment.**
- 2. What is organic objective of business activity?**
- 3. “Business is what business does.” Do you agree with this statement?**
- 4. Explain the importance of “Make in India” .**
- 5. What steps have to be taken in Social Responsibility of Business in developing an organisation?**
- 6. Discuss the factors that affect the liberalisation and Globalisation of industry.**

UNIT-II

- 7. Difference between Sole trading ship vs. Partnership and Company form of business organisation.**
- 8. What are the factors influence to choice of an business organisation?**
- 9. What is MNC? What are merits and demerits of the economy ?**
- 10. Discuss the Characteristics of Cooperative Organisations?**

UNIT-III

- 11. Define and explain Management ?**
- 12. Explain various principles of Management.**
- 13. Describe Elten Mayo's Hawthorne Experiments.**
- 14. “Management is what management does.” Comment.**
- 15. Write notes : (a) Types of Planning (b) Decentralization (c) Departmentation (d) Team Building**
- 16. Discuss the types of Group?**

UNIT-IV

- 17. What is Leadership ? Explain the different Theories of Leadership.**
- 18. Define the term 'Controlling'. Briefly explain the tools and techniques of Controlling.**
- 19. Write notes : (a) Management of Change (b) Delegation of Authority**
- 20. Write short notes : (a) Qualities of Leader (b) Matrix Organisation**
- 21. Discuss the Principles of Communication**
- 22. Discuss the Total Quality Management**
- 23. Discuss the Importance of Motivation**

UNIT-V

- 24. "Financial planning, though important, is not sufficient in itself." Comment, pointing out what else is needed for starting new business in brief?**
- 25. Define Financial Management. Explain scope and objectives of Financial Management.**
- 26. Meaning of Financial Planning. What are the principles of Good Financial Planning ? What are the limitations of Financial Planning ?**
- 27. Define Marketing. Explain various Concepts of Marketing.**
- 28. What is Rural Marketing ? Explain the features and importance of Rural Marketing.**
- 29. What are the Elements of Marketing Mix ? Discuss Utility of Marketing Mix.**
- 30. What do you mean by a Retailer ? Explain various types of Retailers by giving suitable examples.**
- 31. Define Market Segmentation ? What are the benefits and limitations of Market Segmentation ?**
- 32. Define Market Research. Explain various sources of collecting Primary and Secondary Data for Marketing Research.**

- 33. Define Foreign Trade. Explain the need and importance of Import - Export Trade and its limitations.**
- 34. What is Social Responsibility ? Explain the nature and the advantages of Social Responsibility.**
- 35. Write short notes : (a) Multi-national Corporations (b) Partnership Firm (c) Networking (d) E-commerce (e) Recent Trends in Retailing**