

Common to Branches – **COMMERCE/COMMERCE (CA) / e-COMMERCE/
COMMERCE (A&F)/ COMMERCE (RM)/ COMMERCE (FT)/ COMMERCE (BPU) /
COMMERCE (BSI)**

Cont...

SECTION - B (35 Marks)Answer **ALL** questions
ALL questions carry **EQUAL** Marks

(5 x 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain any four characteristics of management.	K2	CO1
	(OR)			
	11.b.	Summarise the three levels of management with examples.		
2	12.a.	Why is planning important in management?	K2	CO2
	(OR)			
	12.b.	Differentiate between MBO and MBE.		
3	13.a.	Apply the concept of good organisation to a business and list its features.	K3	CO3
	(OR)			
	13.b.	Employ the concept of centralisation to a government organisation.		
4	14.a.	Derive and apply the main elements of the staffing process in a company.	K3	CO4
	(OR)			
	14.b.	Customise - How can a company use job analysis and job evaluation in HR decisions?		
5	15.a.	Analyse the different types of motivation with suitable examples.	K4	CO5
	(OR)			
	15.b.	Examine the characteristics of an ideal control system in an organisation.		

SECTION -C (30 Marks)Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	List and explain the main functions of management.	K1	CO1
2	17	Explain the steps in the decision-making process.	K2	CO2
3	18	Apply organisation theories to modern business and explain.	K3	CO3
4	19	Analyse the different types of leadership styles with examples.	K4	CO4
5	20	Evaluate the role of Artificial Intelligence in today's management.	K5	CO5