

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2024  
(Third Semester)

Branch – COMMERCE (BUSINESS ANALYTICS)

**BUSINESS ORGANIZATION AND MANAGEMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. What is the scope of business?
  - (i) Limited to manufacturing only
  - (ii) Limited to servicing only
  - (iii) Extends to all economic activities aimed at satisfying needs and wants
  - (iv) Restricted to profit-making activities only
2. What is the primary characteristic of a joint stock company?
  - (i) Unlimited liability
  - (ii) Limited liability
  - (iii) Partnership structure
  - (iv) Single ownership
3. Which term refers to the process of setting goals and deciding how to achieve them?
  - (i) Planning
  - (ii) Organizing
  - (iii) Leading
  - (iv) Controlling
4. Which term refers to the process of evaluating an employee's performance and providing feedback?
  - (i) Promotion
  - (ii) Training
  - (iii) Appraisal
  - (iv) Recruitment
5. Which theory of motivation emphasizes the hierarchy of human needs?
  - (i) Maslow's Theory
  - (ii) Herzberg Theory
  - (iii) Expectancy Theory
  - (iv) Equity Theory

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain the primary objectives of business.  
OR  
b Outline the factors that a business should consider when selecting a location for its plant?
- 7 a Define Business combinations.  
OR  
b Describe three key characteristics that are common to all forms of business organization.
- 8 a Is management a science or an art? Provide one key argument for each.  
OR  
b Explain the three levels of management within an organization.
- 9 a Explain two types of organizational structures commonly found in businesses.  
OR  
b Briefly describe any two key elements of the staffing process.

Cont...

10 a Elucidate any two types of communication commonly observed in organization.

OR

b Discuss the significance of control process in organizational performance.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Discuss the different classifications of business activities, providing examples for each category.

OR

b Trace the evolution of business from the barter system to modern-day multinational corporations.

12 a Differentiate between mergers, takeovers, and acquisitions, providing an example of each.

OR

b Explain the concept of cooperatives as a unique form of business organization.

13 a Highlight the key principles of management proposed by Henry Fayol.

OR

b Discuss the importance of effective decision-making in achieving organizational goals.

14 a Explain the significance of recruitment, selection, and training in the staffing process.

OR

b Summarize the essential qualities of a leader for effective leadership.

15 a Describe the communication process in detail.

OR

b Discuss Herzberg's Two-Factor Theory of motivation.

Z-Z-Z

END