

V31/BFD305/EE/20160524

Time : 3 Hours

Marks : 80

Instructions :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
-

1. Solve any **four** sub-questions.
 - a) Write note on “Corporate Social Responsibility (CSR). 5
 - b) Explain management as a science and state its features. 5
 - c) Differentiate between business ethics and social responsibility. 5
 - d) Explain the importance of leadership. 5
 - e) What is identifying jobs requirement? 5

2. Solve any **four** sub-questions.
 - a) Explain the special motivational techniques. 5
 - b) What is Brainstorming? State the rules of Brainstorming. 5
 - c) Explain the elements of the process of communication. 5
 - d) Explain the following terms in short 5
 - i) Management
 - ii) Forecasting
 - e) What are the limitations of a selection process? 5

3. Solve any **four** sub-questions.
- a) Explain the special motivational techniques. 5
 - b) Explain management as a science and state its features. 5
 - c) What is Span of Management? Explain with a diagram. 5
 - d) Explain the special motivational techniques. 5
 - e) Explain forecasting and also state its qualities / features. 5
4. Solve any **four** sub-questions.
- a) What is a matrix organization? State its advantages and disadvantages. 5
 - b) What is Planning? State its importance. 5
 - c) What is a multinational corporation? Explain the challenges faced by a multinational corporation. 5
 - d) Explain in detail, the type of electronic media in communication. 5
 - e) Explain the importance of Human Resource Planning. 5

