



**ECGS**  
**EDUCATION**

**BCOC-132 : BUSINESS ORGANISATION  
AND MANAGEMENT**

1.
  - (a) “Technological Innovation implies new technology, creating new products and services – hence new business opportunities.” Justify the statement with the help of examples.
  - (b) What do you mean by corporate responsibility ? Describe the paradigm shift of corporate responsibility.
  - (c) Discuss the principles of delegation. Why are managers and subordinates reluctant to delegate ? Explain with examples.
  - (d) Describe the main features of cooperative form of organisation.
2. How does e-Commerce differ from traditional commerce? Discuss the key features, advantages, and limitations of

e-Commerce.

3. What are the fundamentals of pricing strategy in marketing management? Differentiate between the three main pricing approaches used by businesses .

4. Differentiate between vertical and horizontal relationships in an organisation. Give suitable examples of each.  
Differentiate between vertical and horizontal relationships with reference to Sole Proprietorship and Partnership organisations.
5. Define the term 'Marketing'. Explain the different marketing concepts with suitable examples.
6. a) Describe the steps involved in the process of planning. What are the benefits and limitations of planning  
b) Explain the concept of Marketing Mix. Discuss the elements of 4Ps in detail.
7. What do you mean by product life cycle ? Discuss various stages of product life cycle.
8. a) Explain Herzberg's Two-Factor Theory. How is it different from Maslow's Need Hierarchy Theory .  
  
b) What do you understand by centralisation and decentralisation? Also, explain the advantages and disadvantages of decentralisation?
9. a) Define Sole Proprietorship. Explain its merits and limitations  
  
b) What are the various sources of business finance? Discuss equity and debt sources.  
  
(a) Briefly comment on any **two** of the following

statements :

- (b) What do you mean by business ethics? State the major components of business ethics.
  - (c) Explain the nature and significance of vertical, horizontal and diagonal communication channels.
  - (d) Sale is the index of success of marketing as well as production efforts.
- (a) Distinguish between any **two** of the following :
- (b) E-Commerce and M-Commerce
  - (c) Dynamics of employer-employee relations
  - (d) Equity Share and Preference Share
- (a) Write short notes on any **two** of the following :
- (b) Economic activities and Non-economic activities
  - (c) Lease Financing
  - (d) Employee Engagement

**14.** Explain the following terms :

- (a) Make-in-India
- (b) One-man Ownership

- (c) Outsourcing and Offshoring
- (d) Delegation and Decentralisation
- (e) MNC's
- (f) E-Commerce
- (g) Primary Market
- (h) Secondary Market
- (i) Maslow's theory
- (j) Innovation

15. Write short notes on the following :

- (a) Delegate Authority
- (b) Disadvantages of Decentralization
- (c) Franchising
- (d) Start-up and incubator

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- a) Delegate Authority
- b) Disadvantages of Decentralization
- c) Franchising

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17. Write short notes on the following :

- a) Technological Innovation
- b) Formal and Informal Organisation
- c) Product Life Cycle
- d) Functions of Human Resource Management (HRM)

18. Distinguish between any two of the following :

4×5=20

- e) Business, Profession and Employment
- f) Dynamics of employer-employee relations
- g) Venture capital
- h) Vertical Relationship