



UNIVERSITY OF THE PUNJAB

Fifth Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Business Management
Course Code: COMM-301 Part-I (Compulsory)

MAX. TIME: 15 Min.

MAX. MARKS: 10

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Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1. Choice between two alternatives is called
 - a. Problem
 - b. Decision
 - c. Intuition
 - d. All of these
2. Working with and through people is called:
 - a. Leading
 - b. Planning
 - c. Controlling
 - d. Organizing
3. The breakdown of jobs into repetitive tasks is known as:
 - a. Division of labor
 - b. Division of money
 - c. Both of above
 - d. None of these
4. Decision style characterized by a person's preference for using external data and processing this information through rational, logical thinking is called _____
 - a. Linear thinking style
 - b. Non linear thinking style
 - c. Non Rational thinking style
 - d. Cooperative thinking style
5. The goals that an organization actually pursues are known as:
 - a. Real goals
 - b. Stated goals
 - c. Time limited goals
 - d. None of these
6. The plans which are framed beyond 3 years are:
 - a. Short term plans
 - b. Medium term plans
 - c. Long term plans
 - d. All of these
7. A group of people who do not work together physically and are connected through internet are called _____
 - a. Problem solving team
 - b. Cross functional team
 - c. Self managed team
 - d. Virtual team
8. The view of management in which external factors are held responsible for company's success and failure:
 - a. Symbolic view
 - b. Controversial view
 - c. Cultural view
 - d. Omnipotent view
9. The ways in which people in an organization are different from and similar to one another:
 - a. Workplace conflict
 - b. Workforce similarity
 - c. Workforce diversity
 - d. All of these
10. An organizational design that's not adaptive and flexible.
 - a. Organic organization
 - b. Mechanistic organization
 - c. Rigid organization
 - d. None of these



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Roll No.

PAPER: Business Management

Course Code: COMM-301 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

- Q. 2 Give Short answers of the following questions: (10×2=20)**
- a. What is the difference between efficiency and effectiveness?
 - b. Define conceptual skills of a manager.
 - c. What is meant by scalar chain?
 - d. What do you mean by MBO?
 - e. Differentiate between authority and power.
 - f. Define leadership.
 - g. Explain rational decision making.
 - h. What is scientific management theory?
 - i. What is SWOT analysis?
 - j. Define organizational design.
- Q.3 Define Culture. Write a detailed note on dimensions of culture. (10)**
- Q.4 Write a note on Maslow's hierarchy of needs theory. (10)**
- Q.5 Discuss importance of management in detail. (10)**