

Code : 302201

BBA 2nd Semester Exam., 2018

BUSINESS ORGANIZATION AND ENVIRONMENT

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. **1** and **2** are compulsory.

1. Choose the correct answer (any six) : 2×6=12

- (a) Structural or mismatch unemployment arises
- (i) when people find themselves temporarily between jobs in the labour market
 - (ii) due to a deficiency of aggregate demand
 - (iii) when inflation is accelerating
 - (iv) when labour released from declining industries does not have the skills required to fill, or is not living in the location where there are, existing job vacancies

- (b) If Compaq Computers bought Dell Computers, this is a
- (i) conglomerate merger
 - (ii) vertical merger
 - (iii) horizontal merger
- (c) Productivity is measured by
- (i) the growth in output of a firm
 - (ii) the growth in profits of a firm
 - (iii) total output/total input
 - (iv) total amount of investment in capital goods
- (d) What is meant by the term economies of scale?
- (i) That big firms will always be more efficient than small ones
 - (ii) That big firms can always invest more than small ones and so can spend more on resource and development
 - (iii) That bigger economies will always perform better than smaller ones
 - (iv) That as markets grow businesses can adapt production techniques to meet increased demand and in the process, lower average costs

- e. When one company absorbs another, this is called a
- conglomerate
 - limited
 - general
 - horizontal
 - merger
- f. Business that is owned and controlled by two or more people is a
- cooperative
 - partnership
 - sole proprietorship
 - corporation
- g. A merger between companies that produce the same good/service is a
- conglomerate combination
 - vertical combination
 - horizontal combination
- h. The division of labour refers to
- the differences in skill levels between workers
 - that if production can be broken down into specific tasks with workers specializing in each task,

- then productivity can be increased as each worker can become more efficient in their particular task
- that there is a division between the workers in a business and its owners
 - that for profits to be generated it is important that business owners are separate from the labour force
- i. Which of the technologies below would most be associated with the development of genetically modified organisms?
- Biotechnology
 - Nano-technology
 - Information technology
 - Appropriate technology
- j. If, as a result of a technological change, a company is able to develop new methods of producing a product and thus improve quality and reduce costs, this would be an example of
- product innovation
 - product imitation
 - product invention
 - process innovation

(Turn Over)

(5)

2. Answer any *three* questions : 4×3=12
- (a) What is business ethics?
 - (b) What is the social responsibility of business?
 - (c) What is a political environment and what are its types?
 - (d) Distinguish between large scale and small scale production.
 - (e) Discuss on the different roles of a manager.

Answer any *three* questions : 12×3=36

- 3. Elaborate on the history of management thoughts.
- 4. Elaborate on the statement "Business is an economic institution operating in socio-political environment".
- 5. What is meant by formal and informal organization? Justify your answers with suitable examples.

(Turn Over)

(6)

- 6. Elaborate on the factors of impact of technology in business.
- 7. Management is both science and art. Is one of these more important than the other? Under what circumstances might one ingredient be important than the other?
