

BUSINESS MANAGEMENT

Note : The Examiner shall set nine questions in all covering the whole syllabus. Question No. 1 will be compulsory covering all the units and shall carry 6 small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry equal marks.

Business : An Introduction : Meaning, Nature, Types, Characteristics, Objectives, Concepts of Business, Difference between Business Profession and Employment.

Introduction to Management : Concept, Nature, Process and Significance of Management; Managerial Roles; An overview of Functional Areas of Management; Development of Management Thought, Classical and Neo-classical Systems; Contingency Approaches, Arguments in Favour and against of Management; Implications of Professionalisation Management is an Art of Science.

Managerial Functions : Planning : Concept Process and Types; Decision Making Concept and Process; Bounded Rationally; MBO Corporate Planning; Environment Analysis and Diagnosis; Strategy Formulation.

Organising : Concept Nature; Process and Significance; Authority and Responsibility Relationship; Centralisation vs. Decentralisation; Departmentation; Organisation Structure Forms.