

PRINCIPLES OF BUSINESS MANAGEMENT

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Introduction to commerce: concept, nature, importance and scope, components of commerce, evolution of commerce, commerce and business.

Introduction to Management: concept, characteristics and significance, Process/Functions of Management, Coordination.

Management: as Science, Art and profession.

Approaches to Management: Classical and Neo classical approach, Behavioral approach, Management science approach, Systems approach and Contingency approach; Management thought in ancient India.

Planning: concept, process & importance, Types of Plans: Policy, Programme, Strategy, Vision, Mission, Goals, and Objectives.

Organizing: meaning, principles and benefits of organizations; Organizational structure: Functional, Line vs. Staff, matrix, Formal vs. Informal; Organizational structure for large scale business organization.

Delegation: meaning, advantages, barriers to delegation, guidelines for effective delegation.

Decentralization and Centralization: advantages and disadvantages, factors influencing decentralization. Staffing: meaning, importance & scope of staffing.

Directing: concept; Motivation: concept, objectives & significance, Approaches to motivation.

Leadership: concept, significance & functions, Leadership styles, approaches to leadership.

Controlling: meaning and characteristics of control, process of control, prerequisites of an effective control system; controlling techniques.

REFERENCES

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- Drucker F. Peter, The Practice of Management, Allied Publishers, Bombay.
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- O'Donnel Cyril & Koontz Harold, Management, McGraw Hill, New Delhi.
- Ramaswamy, Principles of Management, Himalaya Publishing House, New Delhi.
- Srinivasan R. & Chunawala, S.A., Management - Principles & Practice, Himalaya Publishing House, Bombay.
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