



Yogoda Satsanga Mahavidyalaya

(Established in 1967)

NAAC Accredited B++ (CGPA 2.89)

Affiliated to Ranchi University & registered under 2 (F) & 12 (B) of UGC Act



BBA SEMESTER -1

PAPER CODE-GE 1B

PAPER NAME- BUSINESS ORGANIZATION

Long Answer Type Questions:

1. Write a detailed note on various types of values that are important for managers in today's environment.
2. "Planning is mere ritual in the fast-changing environment." How far do you agree with this statement? Why?
3. Explain the importance of control in a business enterprise. Discuss briefly the steps in managerial control. What are the requirements of an effective control system?
4. Sunrise Steel Ltd. has decided to diversify its activities and undertake production of 'mobiles'. The CEO of the company seeks your advice on whether to group the activities by product or by function. What advice will you tender and why?
5. 'Decision making is the essence of managing.' Comment and explain the features of a rational decision.
6. How far do you agree with the view that there is no direct relationship between planning and control? Also, explain the concept of Management by objective with the help of a suitable example.
7. Define Controlling. Discuss the steps of a control process. What are the various techniques of controlling?
8. Explain in detail about the various forecasting methods.
9. Define policies with its types. Explain the planning premises with types
10. Explain the relationship of planning and controlling
11. Planning should be defined as the selection from alternative policies, procedures and programs. Elucidate and indicate the various steps involved in planning?
12. Define strategic planning & explain the importance of strategic planning in the organization's operations.
13. "Policies are guide-posts for managerial action". Discuss the statement and give at least two examples form any business management.