



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 -2

PAPER NAME- BUSINESS MANAGEMENT

PAPER CODE- GE-2B

Short Answer Questions. (5 Marks)

1. What is the role of a business manager?
2. Explain the difference between leadership and management.
3. What are the main functions of management?
4. What is the purpose of strategic management?
5. Describe the SWOT analysis framework and its significance in strategic management.
6. What is the importance of effective communication in business management?
7. How can a manager effectively motivate their team?
8. Discuss the concept of organizational culture and its impact on business management.
9. Explain the stages of the decision-making process in management.
10. What are the key principles of effective project management?
11. Discuss the importance of ethics in business management.
12. What are the different types of organizational structures and their characteristics?
13. How can a manager effectively manage change in an organization?
14. Describe the process of performance appraisal and its significance in management.
15. What are the key elements of effective time management for managers?
16. Explain the concept of risk management and its importance in business.
17. Discuss the main factors to consider when conducting a market analysis for a business.
18. What is the significance of financial management in business operations?
19. Explain the concept of human resource management and its role in organizational success.