

ASSIGNMENT QUESTIONS OF U.G

COMMERCE (B.COM)

SEMESTER – II

DSC 3

BUSINESS ORGANIZATION AND MANAGEMENT

GROUP A

Answer any 1 question (Maximum 600 Words)

[1X8= 8]

1. What do you mean by Corporate Social Responsibility (CSR)? Briefly give an example of an Indian company which adopted the concept of CSR. [5+3= 8]
2. State the characteristics of public enterprises. [8]
3. Discuss the concept of Management by objective. [8]
4. Write a short note on Herzberg's Two Factor Theory. [8]
5. Discuss Product Life Cycle (PLC). [8]

GROUP B

Answer any 1 question (Maximum 1000 Words)

[1X12= 12]

1. What is Franchising? Give examples of a few successful franchisees in India. State advantages and disadvantages of Franchising. [3+2+7=12]
2. State and discuss various kinds of partners in a partnership firm. [12]
3. Briefly discuss the various steps in planning process. [12]
4. Define leadership. Discuss the trait approaches to leadership. [4+8= 12]
5. What is Human resource management? Distinguish between Personnel management and Human resource management. [4+8= 12]