



Nagarjuna Degree College
38/36, Ramagondanahalli,
Yelahanka Hobli,
Bengaluru - 560 064.

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Reg. No.

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I Semester B.Com. (Honours) Degree Examination, April - 2022

COMMERCE

**Organisation Culture and Management Practice
(CBCS New Scheme - Freshers 2019-2020 Onwards)**

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer all questions in English.

SECTION - A

Answer any **five** sub questions. Each sub question carries **2** marks.

(5×2=10)

1. a. Define the term management.
- b. What do you mean by Bureaucratic management?
- c. Define recruitment process.
- d. Differentiate between promotion and transfers.
- e. What are the factors constituting environment?
- f. Name any four types of organisational structures.
- g. Explain the concept of management information system (MIS).

SECTION - B

Answer any **Three** questions of the following. Each question carries **5** marks. **(3×5=15)**

2. What are the recent trends in Management practices?
3. Discuss the different levels of management.
4. Write a short note on product life cycle.
5. What do you mean by resistance to change?

[P.T.O.]



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SECTION - C

Answer any 3 questions. Each question carries 15 marks.

(3×15=45)

6. Briefly explain modern management theories and its contribution for the development of management thoughts.
 7. What are the different functional areas of an organisation? Explain in detail the concept of marketing mix.
 8. What do you mean by Organisational Culture? Explain its characteristic features and types of it.
 9. Explain the concept of Organisation change and also discuss various forces influencing organisation change.
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