

63/2 (SEM-1) MCO 103

2019

COMMERCE

Paper : 103

Full Marks : 80

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

(ORGANIZATION THEORY AND BEHAVIOUR)

1. (a) Fill in blanks : 1×6=6

(i) The collegial model of organizational behaviour is an extension of the _____.

(ii) _____ identified five levels in his need hierarchy theory of motivation.

(iii) Vrooms motivation can also be expressed in the equation as motivation = _____.

(iv) _____ is a rule that tells the individuals how to behave in a particular group.

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(Turn Over)

(v) Inconsistency in different matters among groups in an organization creates ____ conflicts.

(vi) ____ is the right to influence others but ____ is the ability to influence people or things.

(b) State whether the following statements are True or False : $1 \times 3 = 3$

(i) The term 'job specification' refers to the process of dividing the total tasks of an organization or unit into successively smaller jobs.

(ii) The matrix organization was proposed by Dairs and Lawrence for aerospace programmes in the United States.

(iii) Vrooms expectancy theory of motivation is based on the assumptions that there is positive relation between satisfaction and performance.

(c) Choose the correct option : $1 \times 3 = 3$

(i) The Situational Leadership Theory is developed by

(1) Paul Hersey and Kenneth Blanchard

(2) Fred E. Fielder

(3) Robert House and Martin Evans

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(Continued)

(ii) The managerial grid is based on the two underlying dimensions labeled as

(1) concern for production and people

(2) concern for production and price

(3) concern for production and promotion

(iii) Symbols of powerlessness are

(1) exceeding budget limits

(2) tendency to do job themselves

(3) ability to intercede for someone in trouble

2. Answer the following questions : $5 \times 4 = 20$

(a) Discuss the key elements of organizational structure.

(b) Write a short note on Johari Window.

(c) What are the five categories of motivational needs described by Maslow? Give an example of each. How can it be satisfied?

(d) "A leader is developed and not born." Do you agree with this? Give reasons to support your answer.

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(Turn Over)

3. Answer any four of the following questions :

12×4=48

- (a) Define organizational behaviour. What are its scopes? Describe how organizational behaviour is an interdisciplinary subject. 2+2+8=12
- (b) What are group norms? Why are groups formed? "Both formal and informal groups are necessary for the group activity just as two blades are essential to make a pair of scissor workable." Comment on this statement. 2+2+8=12
- (c) Describe the three needs isolated by McClelland. How are they related to worker behaviour? 8+4=12
- (d) Discuss the concept of maturity in the light of situational leadership theory of Hersey and Blanchard and suggest the styles that are relevant for different levels of maturity. 12
- (e) What is stroking? Give examples of your own strokes and explain how the stroking affects interpersonal style. 2+10=12
- (f) What do you mean by span of management? As a manager, will you prefer to a narrow or a wide span? Give reasons to support your answer. 2+10=12

20KB/250

(Continued)

(MARKETING POLICY ANALYSIS)

1. Choose the appropriate answer from the given options : 1×12=12

(a) "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor." Who defined this?

- (i) Philip Kothler
(ii) William J. Stanton
(iii) Weeler
(iv) American Marketing Association
- (b) The word 'advertising' is derived from a Latin word 'advertere' which means
- (i) to announce publicly
(ii) to turn attention towards a specific things

(iii) to influence certain things

(iv) to divert attention

(c) Sustainable marketing concept is developed to

(i) meet the present needs of consumers

(ii) meet the present needs and preserve for the future needs of both consumers and producer

(iii) satisfy consumers needs

(iv) None of the above

(Turn Over)

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(d) Coupons, samples, premium are the popular methods of

- (i) sales force promotion method
- (ii) consumer sales promotion method
- (iii) trade sales promotion method
- (iv) None of the above

(e) Which of the following is a technique of trade sales promotion?

- (i) Reduction sale
- (ii) Money refund offer
- (iii) Price-off promotion
- (iv) Special sales contests

(f) The ultimate objective of channel of distribution is to see that goods reach in the hands of

- (i) producer
- (ii) consumer
- (iii) wholesaler
- (iv) None of the above

(g) The word 'channel' has its origin to the

- (i) Latin word
- (ii) French word
- (iii) Russian word
- (iv) American word

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(Continued)

(h) Perishable goods require

- (i) direct selling
- (ii) indirect selling
- (iii) Both (i) and (ii)
- (iv) None of the above

(i) Channel of distribution

- (i) increases cost of goods
- (ii) reduces cost of goods
- (iii) stabilises cost of goods
- (iv) has no effect on cost of goods

(j) For introducing a new product in the market, the most suited method is

- (i) market test method
- (ii) experts opinion method
- (iii) juries opinion method
- (iv) All of the above

(k) Which of the following is not the objectives of packaging?

- (i) Differentiation
- (ii) Dependability
- (iii) Diversity
- (iv) None of the above

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(Turn Over)

(8)

- (l) A consumer contest is an example of
- (i) advertising
 - (ii) personal selling
 - (iii) indirect selling
 - (iv) sales promotion

2. Answer the following questions : $5 \times 4 = 20$

- (a) Explain the relationship of marketing with other functional areas.
- (b) Describe the importance of sales forecasting.
- (c) Outline the strategies in development of advertising programme.
- (d) Distinguish between brand and trademark. State the considerations to taken in selecting an effective brand.

3. Answer any *four* of the following questions :

$12 \times 4 = 48$

- (a) Describe the various elements of a company's microenvironment with example and explain why each element is important in a company.
- (b) Enumerate the steps involved in sales forecasting. Describe the various methods of sales forecasting. $6 + 6 = 12$

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(Continued)

(9)

- (c) Distinguish between product simplification and product standardization. Enumerate the stages involved in the new product development process with the help of flowchart. $5 + 7 = 12$
- (d) What is meant by advertising? Outline the major strategies for development of successful advertising programme.
- (e) Discuss the factors that should be taken into considerations in selecting an effective brand.

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