



বিদ্যাসাগর বিশ্ববিদ্যালয়

VIDYASAGAR UNIVERSITY

1st Semester Examination 2021

BBA (Hospital Management)

PAPER—C1

**FUNDAMENTALS OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR**

Full Marks : 75

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

*Candidates are required to give their answers in their
own words as far as practicable.*

Illustrate the answers wherever necessary.

A. Answer any six questions.

6×2

1. What is franchising?
2. What do you mean by joint venture?
3. What do you mean by diversification?
4. What is attribution?
5. State the definition of motivation.
6. What do you mean by leadership?

7. What is merger ?
8. What is strategic alliance ?
9. What is acquisition ?
10. What do you mean by learning ?

B. Answer any *four* questions. 4×12

11. What do you mean by managerial functions? State the functions of a manager. 3+9
12. Define motivation with a suitable example. Discuss any two content theories of motivation. 4+4+4
13. What is perception? Briefly discuss about the nature of perception and perceptual process. 3+4+5
14. What is leadership? State the characteristics of leadership. State any two theories of leadership. 2+4+3+3
15. State the definition of group. Discuss about the stages of group development. Differentiate between group and team. 2+5+5
16. Define learning. State the factors which affect the learning. 3+9
17. Define personality. Discuss about the determinant of personality. 3+9
18. Write short notes on the following: (any *two*) 6+6
 - (a) Group Cohesiveness
 - (b) Transactional Analysis
 - (c) Transformational Leadership
 - (d) Maslow's hierarchy of needs.

(Internal Assessment - 15 Marks)
