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I Semester B.Com.(Hon's) Degree Examination, August - 2021

COMMERCE**Organization Culture and Management Practices
(CBCS New Scheme - Fresher 2019-20 Onwards)****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates :***Answer all questions in English.***SECTION - A**Answer any **five** sub questions. Each sub questions carries **2** marks.**(5×2=10)**

1. a) Write the meaning of management.
- b) Mention two difference between Manager & Entrepreneur.
- c) What is systems school of thought in Management.
- d) What is meant by Human Resource.
- e) Write the meaning of organization culture.
- f) What is meant by Resistance to change in organization culture.
- g) Mention any two forces of change in organization culture.

SECTION - BAnswer any **three** questions of the following. Each question carries **5** marks.**(3×5=15)**

2. Explain the different types of business organization.
3. Explain the contingency approach under modern management thoughts.
4. Explain the pricing policy of organizations.
5. What are the factors affecting organizational change.

SECTION - CAnswer any **three** questions of the following. Each question carries **15** marks.**(3×15=45)**

6. Explain the management sciences & MIS (Management Information system) among different management thoughts.
7. Explain in detail recent trends in organization strengths & Management. Practices.
8. What is Marketing? Explain marketing Mix in detail.
9. Explain the Resistance to change & organizational strategies to changes.