**Instructions to Candidates:**

1. This is the Management part of the subject - Business Law and Management.
2. Answer any five (05) questions.
3. Answers should be in the medium applied for, in the booklets provided.
4. To be considered for a pass in BL&M, a candidate should obtain a minimum of 40% or 50%, as the case may be, in each of the parts Business Law, as well as Management.
5. 50 Marks.

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**01.**

(a) Define the terms “Organisation” and “Business”.  

(b) Explain briefly the importance of “Management” for an organisation. 

(c) State the difference between “Effectiveness” and “Efficiency” with suitable examples.

(Total 10 marks)

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**02.**

(a) State two(02) characteristics of Bureaucracy.

(b) State advantages and disadvantages of Individual Decision-Making.

(c) (i) What is meant by “Planning”?  

   (ii) Explain briefly why planning is important for an Organisation.

(Total 10 marks)
03. (a) Define the term "Organising". (02 marks)

(b) Briefly explain three(03) elements of an Organisational Structure. (03 marks)

c) (i) What is meant by “Formalization”? (02 marks)

(ii) State advantages and disadvantages of Formalization. (03 marks)

(Total 10 marks)

04. (a) Define the term “Training and Development”.

(b) State three(03) differences between a Manager and a Leader. (03 marks)

(c) Briefly explain three(03) approaches for Leadership. (05 marks)

(Total 10 marks)

05. (a) Differentiate the "Needs" and "Wants" with examples. (02 marks)

(b) Discuss why Rewards should be linked with Performance. (05 marks)

(c) What do you mean by Vertical and Horizontal Communication? (03 marks)

(Total 10 marks)

06. (a) State three(03) features of an Effective Controlling System. (03 marks)

(b) Define the term “Market Segmentation". (02 marks)

(c) Briefly explain objectives of Marketing Management. (05 marks)

(Total 10 marks)