

# **Sub: Business Organization and Management**

## **1. Managerial Functions**

- Meaning, features, merits - demerits and types of planning
- Meaning, features, merits - demerits and guiding principles of organizing
- Meaning and features of staffing and co-ordinating
- Meaning, features, merits - demerits and process of controlling

## **2. Organizational Behaviour and Conflict Management**

- Meaning and features of organizational behaviour, relationship between organizational behaviour and management, Hawthorn's experiments
- Meaning, types, approaches, causes of conflict and conflict redressal methods

## **3. Marketing and Human Resources Management**

- Concept of marketing mix and comparative study of various marketing concepts (Production, product, selling, marketing and social marketing concept)
- Meaning and features of branding and packaging
- Meaning, importance of advertising and advertising media
- Personnel management v/s human resources management
- Different methods of training
- Meaning, causes and effects of industrial disputes