Subject : Management Concepts & Applications

Day : Wednesday

Date : 01/06/2016

S.D.E. ‖‖‖‖‖‖‖‖‖‖‖‖‖‖
30161

Time : 10.00 AM TO 1.00 PM

Max Marks : 70   Total Pages : 1

N.B.:
1) Attempt any **THREE** from Section –I and any **TWO** questions from Section –II.
2) Figures to the **RIGHT** indicate full marks.
3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

Q.1   "It is a well known fact that planning is integral to effective management". In light of the statement discuss steps to effective planning.   (14)

Q.2   Highlight on the steps involved in the decision making process. Also discuss briefly on any one of the decision making model.   (14)

Q.3   Why is Control an important element in the managerial function? Discuss qualities of an effective control system.   (14)

Q.4   What is the role of Government in Corporate Social Responsibility undertaken by business organizations?   (14)

Q.5   Write short notes on: (Any **TWO**)   (14)

   a) Tannen baum and Schmidt's leadership pattern

   b) Henri Fayol's contribution to management

   c) Michael Porter's contribution to strategic management

SECTION-II

Q.6   Consider one example each of business leader for :   (14)
   i)   Transactional leadership
   ii) Transformational leadership
   Also illustrate as to how have these leaders impacted change in their respective organizations or discuss the impact on performance of the organization due their leadership style.

Q.7   There are many multinationals existing in India due to favourable factors both economic and societal. The manufacturing and automotive space is dominated by multinationals from either Germany or Japan, who have set their operations. As employees are hired locally for many positions at different levels, what are the cross cultural issues that these organizations face? What are some of the ways to overcome these challenges?   (14)

Q.8   C K Pralhad has coined the concept of 'Fortune at the bottom of the pyramid'. What does it signify? Given the Indian context, explain its applicability.   (14)

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