

Subject : Management Concepts & Applications

Day : Monday
Date : 05/12/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 70 Total Pages : 1

N.B.

- 1) Attempt any **FOUR** questions 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 the **SAME** answer book.
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SECTION – I

- Q.1** What is Planning? Discuss the types and steps of planning. **(10)**
- Q.2** Why is Decision Making of importance to business enterprises? Describe the decision making process. **(10)**
- Q.3** Discuss the Contemporary theories of leadership with suitable examples. **(10)**
- Q.4** Discuss in detail the contributions made by C K Prahalad and Edward Deming to management education. **(10)**
- Q.5** Write short note on **ANY TWO:** **(10)**
- a) Functions of a Manager
 - b) Management by Objectives
 - c) Trait theory of leadership

SECTION – II

- Q.6** As a consultant to a business firm in India, advice on cross-cultural issues with reference to Japanese and Indian culture. **(15)**
- Q.7** A company into manufacture of household products such as kitchen appliances has approached you to advice them on Corporate Social Responsibility (CSR) practices to be adopted. Advice the company on the need, type of CSR and the role of government. **(15)**
- Q.8** A business firm which is a medium-scale enterprise manufactures components required for the automotive industry. They have identified that cost of manufacture has gone high. They seek your guidance on the same. After having gone through the operations of the business, you have come to the conclusion that Control function needs attention and importance. Advice the enterprise on Controlling techniques and qualities of effective control system. **(15)**

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