

**THE PROCESS OF MANAGEMENT**

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Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Discuss briefly the nature and scope of management.
2. Explain the different stages of management process.
3. Explain the steps in planning.
4. Describe the important principles of organising.
5. List out briefly the advantages of decentralisation.
6. How would you determine the training needs in an organisation?
7. "Leaders are not born but made" Comment .
8. Explain the principles of effective communication.

9. What are the essentials of effective control system?
10. Elucidate the role of cultural diversities and management style.

FOUNDATIONS OF MANAGEMENT

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Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Discuss the various factors that influence the formation of attitudes.
2. Discuss the various types of interpersonal conflicts.
3. What are the reasons for changes in supply?
4. Explain the rules for preparation of profit and loss account.
5. What do you understand by marginal costing? Discuss its usefulness.
6. Discuss the determination of National income.

7. What are the essentials of an effective budgetary control system?
  8. Explain the process of decision techniques in OR.
  9. Discuss the various techniques associated for management decision making.
  10. In what ways computer is related in an organisation?
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FUNCTIONAL MANAGEMENT

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Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Enumerate the functions of the production manager.
2. Explain the different stages of product life cycle.
3. Narrate the functions of physical distribution.
4. What is inventory management? What are the issues involved in managing the inventory?
5. Explain the requisites of a good management information system in marketing.
6. Discuss the steps involved in management control system.
7. Describe the various types of training available for marketing personnel's.
8. Explain the tools and techniques of marketing control.

9. What is cost control? Describe the techniques adopted by marketers to control cost.
  10. Enumerate the various sources of long term and short term finance available in the field of marketing.
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MANAGEMENT AND BUSINESS ENVIRONMENT

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Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What is business? Enumerate the characteristics of business.
2. Describe the interface between business and technology.
3. What is Government? What are the responsibilities of the Government towards business?
4. Explain the economic factors that influence the business.
5. What are MRTP's? How are they regulated?
6. Define culture. How does culture influence business?
7. Bring out the problems faced and the remedies available for small scale industries.

8. Critically examine the operation of the companies act, 1956.
  9. What are the objectives of FERA?
  10. How does the natural environment affect the business? Discuss.
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BUSINESS POLICY

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Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Is there any conceptual difference between corporate strategy and business strategy? State briefly.
2. What are the essential characteristics of a mission statement?
3. Explain the basic social obligations of business enterprises.
4. Discuss the importance of technological environment in strategic planning.
5. How would you identify the impact of opportunities and threats of a business enterprise?
6. Explain the nature of motivating factors underlying a backward vertical integration strategy.

7. How and why is the choice of current strategy likely to be influenced by past strategy?
  8. Discuss the role of leadership in strategy implementation.
  9. Outline the major considerations governing the make and buy decisions.
  10. Discuss the major elements in the strategic review and evaluation process.
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MANAGEMENT OF PUBLIC ENTERPRISES

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Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Assess the precise role of PE's in the national economy.
2. "Profit maximisation cannot be the sole objective of PE's". Comment.
3. What are the distinctive features of PE's organised as autonomous units?
4. "Public enterprise autonomy is a myth" – Discuss.
5. What are the major areas in respect of which PEs are controlled by the government?
6. Discuss the main principles involved in evolving a suitable investment criteria for PEs in a developing country.
7. Suggest steps to strengthen financial and cost controls to PEs.

8. Analyse the existing system of reward and punishment in PE's. What steps would you suggest to improve the system?
9. What role should government play to improve the marketing function in PEs?
10. Comment upon the existing capacity utilisation in PEs and suggest measures to improve it.