Seat No.

B.B.A. (Part - III) (Semester - V) Examination, 2013
PRACTICES IN MODERN MANAGEMENT (Paper - I)
Sub. Code : 43952

Day and Date : Wednesday, 10 - 04 - 2013   Total Marks : 40
Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1)   All the questions are compulsory.

2)   Figures to the right indicate full marks.

Q1) What is classical approach ? Explain the contributions of F.W. Taylor to the development of Management.   **[14]**

OR

Examine Critically the work and contributions of Michael Porter.

Q2) Write short answers (Any Two):   **[2 x 8 = 16]**
   a)   What is meant by Management by objectives ? Discuss the importance of MBO.
   b)   What is SWOT analysis ? Explain the applicability of SWOT to individual & organisation.
   c)   What are the new challenges for the Managers and explain.
   d)   Explain changes in Managerial Functions.

Q3) Write short notes (any two):   **[2 x 5 = 10]**
   a)   Contingency approach.
   b)   Over all cost leadership.
   c)   Techniques for Environmental analysis.
   d)   Evolving Managerial System.

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Seat
No.

B.B.A. (Part - III) (Semester - V) Examination, Nov. - 2013
PRACTICES IN MODERN MANAGEMENT (Paper - I)
Sub. Code : 43952

Day and Date : Monday, 18 - 11 - 2013   **Total Marks : 40**
Time : 3.00 p.m. to 5.00 p.m.

Instructions : 1)   **All the questions are Compulsory.**
              2)   **Figures to the right indicate full marks.**

Q1) Explain the contribution of Henri Fayol's Functional Approach to Management.
[14]

OR

What is Organizational Environment? Explain the internal and external environment.

Q2) Write short answers (any two) :   **[2 × 8 = 16]**

   a)   Write short note on Human Relations Approach to management.

   b)   What is MBO? Discuss the process of MBO.

   c)   Applicability of SWOT analysis (SWOT analysis process).

   d)   Explain the different types of skills needed by manager in future.

Q3) Write short notes (any two) :   **[2 × 5 = 10]**

   a)   System approach.

   b)   Differentiation.

   c)   Cost of leadership.

   d)   Evolving new managerial system.

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