

Seat No.	
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**B.B.A. (Part - III) (Semester - V) Examination, April - 2017**  
**PRACTICES IN MODERN MANAGEMENT (Paper - I)**  
**Sub. Code : 43952**

**Day and Date : Friday, 21 - 04 - 2017**

**Total Marks : 40**

**Time : 03.00 p.m. to 05.00 p.m.**

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

**Q1) Solve any one : [16]**

- a) What is SWOT? Explain application of SWOT to individual and organization.

**OR**

- a) What is Competitive advantage? Explain cost leadership and differentiation in detail.

**Q2) Write Short Answers (Any Two) : [14]**

- a) Explain in detail: Administrative theory of management
- b) What is scientific management? Explain Scientific management theory in detail.
- c) Explain in detail- Skill required by future manager
- d) What is organization environment? Explain external & internal factors of organization environment.

**P.T.O.**

**Q3) Write Short Notes (Any Two) :**

- a) MBO
- b) Focus & competitive advantage
- c) Challenges of a manager
- d) Human relation approach

