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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 × 8 = 16]**

- What is meant by Management by objectives ? Discuss the importance of MBO.
- What is SWOT analysis ? Explain the applicability of SWOT to individual & organisation.
- What are the new challenges for the Managers and explain.
- Explain changes in Managerial Functions.

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

- Contingency approach.
- Over all cost leadership.
- Techniques for Environmental analysis.
- Evolving Managerial System.

