

**SA - 527**

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Seat No.	
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**BBA (Part - III) (Semester - V) Examination, April - 2018**  
**PRACTICES IN MODERN MANAGEMENT (Paper - I)**

**Sub. Code : 43952**

**Day and Date : Wednesday, 25 - 04 - 2018**

**Total Marks : 40**

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

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

**Q1)** Discuss in detail the Contribution of Michel Porter. **[14]**

**OR**

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

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

- Write short note on Human Relations Approach to management.
- Explain in brief the contribution of Henri Fayol's Functional Approach to Management
- Explain the different types of skills needed by manager in future.
- Discuss the future managerial tasks.

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

- Process of MBO.
- SWOT analysis.
- Contingency approach.
- Evolving new managerial system.

