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B.B.A. (Part - III) (Semester - VI) Examination, April - 2018**PRACTICES IN MODERN MANAGEMENT (Paper - II)****Sub. Code : 43962****Day and Date : Tuesday, 17 - 04 - 2018****Total Marks : 40****Time : 12.00 noon to 02.00 p.m.**

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

Q1) Define strategic management. Explain in brief the scope and importance of strategic management. [14]

OR

What do you mean by Disaster? Discuss in detail different types of Disaster. [14]

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

- a) ABC Company is engaged in organizing events on a regular basis. It organizes small, medium and large size events. You are recently recruited by ABC Company as an event manager. The company has accepted contract of organizing 'Rojgar Melava / Job Fair' for XYZ Institute located at Kolhapur. In this regard you are required to answer the following.
 - i) What would be the potential revenue and expenses for organizing the above 'Job Fair'?
 - ii) How you will organize other matters related to this Job Fair?
- b) Discuss the areas of Social Responsibility of Business.
- c) Importance of Time management.
- d) What are the Ethical issues in business?

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

- a) Concept of Ethics.
- b) Discuss the causes of Stress.
- c) Nature of strategic management.
- d) Types of event handled.

