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B.B.A. (Part - III) (Semester - V) Examination, April - 2015
PRACTICES IN MODERN MANAGEMENT (Paper - I)
Sub. Code : 43952

Day and Date : Thursday, 16 - 04 - 2015

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

OR

Discuss in detail the Contribution of Michel Porter.

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

- What is meant by Management by Objectives? Discuss the importance of MBO.
- Explain in brief the external environment.
- Applicability of SWOT analysis (SWOT analysis process).
- Explain the different types of skills needed by manager in future.

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

- Human Relation Approach.
- Contingency approach.
- Discuss the future managerial tasks.
- Organizational Internal environment.

