

## MANAGEMENT (Paper I)

**Time Allowed : Three Hours**

**Maximum Marks : 300**

### QUESTION PAPER SPECIFIC INSTRUCTIONS

*(Please read each of the following instructions carefully before attempting questions)*

There are EIGHT questions divided in two Sections.

Candidate has to attempt FIVE questions in all.

Question Nos. 1 and 5 are compulsory and out of the remaining, any THREE are to be attempted choosing at least ONE question from each Section.

The number of marks carried by a question/part is indicated against it.

Wherever any assumptions are made for answering a question, they must be clearly indicated.

Word limit in questions, wherever specified, should be adhered to.

### SECTION 'A'

1. Write analytical notes on any THREE of the following in not more than 200 words each. Substantiate your answers, wherever possible, with real life situations/hypothetical illustrations:  

**20×3=60**

  - (a) Customerization of Corporate Vision
  - (b) Outsourcing as a source of value creation
  - (c) Managerial Grid
  - (d) Linear Programming as a problem solving technique
2. In view of the fast changing competitive landscape of the economy, Indian corporate have to focus on the next practices, not just be content with the best practices. [C. K. Prahlad] Comment on the above statement. Explain the major forces that reshape the basis for competition. What role can innovation play in making India globally competitive? **60**
3. Briefly discuss Maslow's theory of motivation. How is this theory different from the Herzberg's theory? Which one of these theories, in your opinion, explains the human behaviour? **60**
4. Communication is the major shaping force in an organization. [Chester Barnard] Elucidate this statement. What are key elements in inter personal Communication processes? Discuss in brief, the common barriers to effective inter personal Communication. How may these be overcome? **60**

### SECTION 'B'

5. Write short answers on any THREE of the following in about 200 words each:  

**20×3=60**

  - (a) Planning is looking ahead and Controlling is looking back.
  - (b) Components of Direct action global environment.
  - (c) Techniques of Total Quality Management.
  - (d) Balanced Score Card as an approach to performance measurement.
6. Strategy is a race to get to the position one wants to occupy. In the process, be prepared to forego some options. [Michael Porter] Discuss this statement and explain with suitable examples the role of core competence and value chain analysis in strategy making. **60**

7. Corporate governance is not just a buzzword or management fad but has become the need of the hour for every organization if it is to survive and thrive. Comment. What are the basics of corporate governance? How far have public sector undertakings in India been observing these basics in their governance practices? **60**
8. Discuss the nature and types of responsibility centres. What are the budget considerations associated with each of them? **60**