

Time: 2.5 hours

OP3AFC
march 2016

Marks: 75

- i. All the questions are compulsory. Each question carries 15 marks.
- ii. Question no. 1 all the three questions are to be answered.
- iii. From question no. 2 to 4 write any two questions either A&B together or C&D together.
- iv. Question No.5 any three short notes has to be written.

1. Case Study

Asian Ltd, a multinational company, has branches in the 12 commercial cities of the world. Under these 12 branches, there are a number of sub branches located in the major cities of these countries. The company is more than 100 years old and has diversified itself into a number of product lines. The major decisions relating to production and marketing are centralised with the head office located at china. The head office prepares a master plan and sends them to main branches. The officials at the main branches derive secondary plans on the basis of master plan and supply them to sub-branches. There is only one way flow of communication.

In the recent past, the company is facing a serious problem of falling sales in many of its product lines. A majority of its branches experienced the problem of labour management conflicts. A management consultant was consulted to probe into the problem. At the end of the enquiry, the consultant remarked that the company lacks coordination and control both between head office and its branches of the company. He strongly recommended the synergetic collaboration between the different branches to reduce cost and improve efficiency. At the same time, the head office needs to decentralize and exercise effective control over the functioning of the branches.

Questions

- A. Identify the various management functions that have been ignored by the head office?(5)
- B. Suggest a system of coordination that the company needs to exercise over its employees.(5)
- C. How can the company reap benefit through synergetic collaboration between branches?(5)

2. A. Define Management. What is the importance of management for society?(7)
- B. Discuss about the contributions of Taylor (Techniques of scientific management).(8)

OR

- C. Define Planning. What are the features of planning?(7)
- D. What is Organization? What is its significance?(8)

3. A. Discuss about the qualities of a good leader.(7)
- B. Discuss about the steps in decision making.(8)

OR

- C. Discuss about the various leadership styles.(7)
- D. Explain the steps in planning process.(8)

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4. A. What is stress? What are the effects of stress?(7)
B. What are the organizational measures for managing stress?(8)

OR

- C. What is team? Discuss about the types of teams.(7)
D. Distinguish between group and team.(8)

5. Write short notes on any three.(3*5)
i. Social responsibility of business towards employees or workers.
ii. Air pollution and water pollution
iii. Measures to control environmental pollution.
iv. Management of Crisis
v. Total Quality Management