

SVKM's NMIMS

School of Distance Learning

Programme: DBM/PGDBM/DMM/PGDMM/DFM/PGDFM/DHRM/PGDHRM/DITM/PGDITM
/DSCM/PGDSCM/DBFM/PGDBFM

Academic Year: 2011-2012

Semester I

Subject: Management Theory & Practice

Course: New

Marks: 70

Date: 26.12.2011

Time: 11.00 a.m to 2.00 p.m

Instruction: Candidates should read carefully the instructions printed on the question ^{paper} and on the cover of the Answer Book, which is provided for their use.

NB: 1. Answer to each question to be started on a fresh page.

2. Figures in bracket indicate full marks.

Q.1 Attempt any 2 out of any 4- Answer in brief. (Marks 10)

- a) Explain Scalar Chain
- b) What do you mean by Joint Ventures?
- c) Write a note on 'Staffing'.
- d) Explain the difference between data and information.

Q.2 Write short notes on any 2 out of 5 (Marks 10)

- a) Hawthorne Experiments.
- b) Functional Organizations
- c) Management as an art
- d) Material and Non-material Culture.

Q.3 Attempt any 3 out of 5 (Marks 30)

- a) What are the contributions of scientific approach advocated by F.W. Taylor?
- b) What are the functions of management?
- c) Suggest some guidelines for changing organization culture.
- d) Write a note on 'Systems Approach.'
- e) Write a note on Decision Support System.'

Q.4 Answer the following questions for the given case study. (Marks 20)

Cozy Corner is a well-known landmark at Indore. Its owner Mahinder Singh is a retired military officer. Actually the café was started by his father which now completes fifty years. His only daughter Anupama Singh has just finished MBA and is undecided about her future. Mahinder Singh advises his daughter to take over the family business of running the café. He thinks with her specialized education she can give the café a new look. Mahinder Singh knows Anupama possesses bright, modern and innovative ideas. Before taking up the rein of the business she tells her father that the contemporary concept of a café has changed

Cozy Corner is situated in thickly populated area. There are a few educational institutions and offices in the vicinity and it enjoys central location. Anupama decided to keep the café strictly vegetarian with addition fast food and ice creams counters. She distributed handbill to the residents of the area informing them about the new get-up of the café. Mahinder Singh accepted Anupama's views in principle, but insisted that a clear plan be prepared, the plan should give the rationale behind each step, the cost and time required for implementing that step, anticipated income etc. before Anupama's proposals could be considered for implementation

Questions:

- 1) Cast yourself in the role of Anupama and prepare the plan.
 - 2) How should Anupama implement her plan to get better results?
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