

SVKM'S
Narsee Monjee Institute of Management Studies
School Of Distance Learning
DBM/DFM/DHRM/DMM/PGDBM/PGDFM/PGDHRM/PGDMM/ADBFM/ADITM.
DBFM/DITM/DSCM/PaDBFM/PGDITM/PaDSCM
Management Functions & Behavior.

Date: 28 May 2010
Time: 11.00 to 2.00

Marks: 100

Q1 Attempt any 2 out of 4 (Marks 10)

- a. Define Marketing
- b. Brainstorming
- c. Importance of Management Information System
- d. Motivation

Q2. Write Short Notes on (Any 3 out of 5) (Marks 15)

- Importance of Manager in Organization
- Non Verbal Communication
- Planning in Organization
- Effective Planning
- Management by Objective

Q3. Attempt any 3 out of 5 (Marks 45)

(a) - Explain giving suitable examples different types of Conflict & is Conflict good or bad discuss?

(b) - "Decision Making is the most pervasive functions of a manager" Explain these by illustrating the phases in decision making process, giving examples?

(c) - Define & discuss different steps involved in process of strategy formulation?

(d) - Discuss the Communication Process model used in your organization?

(e) - Explain different problems involved in Delegation & discuss any two of such problems in detail with reference to your organization?

Q.4. Case Study. (Marks 30)

You are just recently appointed as head of Zier Pharmaceuticals which is a leading Pharma company in making cough formulae whose head office is situated at Delhi.

As a responsible head it is your task to design the structure that will best suit the requirement of the organization which a continuous process.

Discuss the important factors you would consider you would consider which would be the ideal design for effective working of the organization ?

ALL THE BEST

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