

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014
Subject: Management Theory & Practice
Date: 14.12.2013

Semester: I - RE-EXAM
Marks : 50
Time: 11.00 a.m. to 1.00 p.m.

Instructions: **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 new question to be started on a fresh page.
2. Figure in brackets indicates full marks.

1. Write short notes on: (Attempt any 2 out of 4) Marks: 10
 - a) Managerial Functions
 - b) Cultural Taboos
 - c) Intranet
 - d) Proactive and Reactive Decisions

2. Discuss: (Attempt any 2 out of 5) Marks: 10
 - a) General Principles of Management
 - b) Culture and Communication
 - c) Expert System
 - d) The Matrix Organization
 - e) Task and Bonus Plan

3. Attempt any 3 out of 5 Marks: 30
 - a) An organization has some functional and some product based units. What are the advantages and disadvantages of such a structure?
 - b) In your organization, what does your superior expect from you in respect to the level of performance? Is it stated in writing?
 - c) What do you understand by the term organizational culture? From your own experience, preferably in a business organization, give an example of a ritual.
 - d) Explain the concept of internet. What changes it has brought in our life?
 - e) Explain the various steps in the process of decision making.