

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

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

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

Semester: I
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 14.12.2013

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Answer in brief – Any 2

(Marks: 2X5=10)

- a) Objectives of Management.
- b) Time & motion study
- c) Matrix model
- d) Intranet

Q.2) Write Short Notes on – Any 2

(Marks: 2X5=10)

- a) Learning organisations
- b) Mayo's contribution to the field of management.
- c) Commitment
- d) Culture & Taboos
- e) Decision support system

Q.3) Answer any 3 of the following

(Marks: 3X10=30)

- a) Gullic formula is an acronym of management functions PODSCORB. Explain any three functions of management.
- b) Decision making skill is one of the important conceptual skills of a manager. Discuss the process in detail.
- c) What is organization culture? How can it be maintained?

- d) What do you mean by organization structure? Explain in detail the matrix structure of the organization.
- e) Write a note on value added resource explaining quality, relevance & timeliness.

Q.4) Case Study

(Marks: 20)

The resurrection of Japan after world War II as an industrial giant is a modern miracle. At one time MADE IN USA was a popular tag, Japan emerged as an underdog. The dedication to work, honesty and integrity of Japanese people is too well known. A beautiful story sums up the national characteristic of Japan. Rice and Fish are traditional food of Japan. The mother fills the Tiffin box of her school going child. 'Remember' she tells him "When you have finished eating, look carefully into your lunch-box and see if there is anything left. Pick up the last grain of rice left in the box and eat it. Never waste your food."

The mother examines the lunch box when the child returns from the school ensuring that the child has not wasted anything in the Tiffin. Based on this culture the child grows up. He is told that the metal object in his hand comes from mines which are thousand miles away. The coal and gas necessary to convert the ore into steel comes from far away. The car which is made from steel requires fuel which comes from Middle East. Japanese make conscious effort to avoid waste of all kinds. It would be desirable to adopt this concept to our culture & environment even if we haven't undergone miseries of Japan. We have only to gain and nothing to lose.

Questions :

- 1) What lessons can we draw from the above story? (10 marks)
- 2) Prevention of waste is very important in today's world in the light of depleting resources. – Justify. (10 marks)
