

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/DFPWM/DSM/DRM/PGDRM

Examination: December 2014
Subject: Management Theory & Practice

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

Date: 26.12.2014

Instructions:

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

Q. 1) Attempt any 2 out of 4.

(Marks: 2X5=10)

- a) Forces behind Management thoughts.
- b) Explain CSR & its responsibility towards community?
- c) Management is creative like any other art. Explain.
- d) SWOT Analysis.

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

(Marks: 2X5=10)

- a) Explain Frederick Winslow Taylor's scientific Management.
- b) Functions of Management.
- c) Types of Corporate Culture.
- d) Decentralisation & its Shortcoming.
- e) Characteristics of a leader.

Q. 3) Attempt any 3 out of 5.

(Marks: 3X10=30)

- a) Fayol Presented 14 Principles of Management which act as a guide for developing management practices. Explain.
- b) Describe some HR Practices reflecting Corporate Culture.
- c) Meaning, types & Process of Business Communication.
- d) Maslow's need Hierarchy Model.
- e) What are the characteristics of MIS?

Q.4) Attempt both the questions

(Marks: 2X10 = 20)

- a) What do you mean by Expert System? Explain any Indian Firm using this application by analysing the information and making selection.
- b) Summarize six steps process to prove that decision making is a goal oriented process.
