SVKM's NMIMS
School of Distance Learning

Program: PGDMM (MNYL) Semester: I
Academic Year: 2012-13 Course: New
Subject: Management Theory and Practice Marks: 50
Date: 02/01/2013 Time: 11:00a.m. to 1:00 pm

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

Q1. Discuss or write short notes on any 2 out of 4. (Marks: 2*5=10)
   a) Management both Science and Art
   b) Scientific Management
   c) Matrix Organizational Structure
   d) Internet and Entranet

Q2. Write short notes Attempt any 2 out of 5. (Marks: 2*5=10)
   a) ETZIONI Typology
   b) Corporate Culture and Cultural Characteristics
   c) Decision Support System
   d) Group decision Making
   e) Role of Management in Society

Q3. Attempt any 3 out of 5. (Marks: 3*10=30)
   a) Explain Management Functions in detail.
   b) Human Relation Approach and its thinkers. (*discuss*)
   c) Six-Box Organisational Model given by Weisbod. (*discuss*)
   d) Explain Components of Culture.