

Time 2 ½ hrs.

Marks :75

- Q.1) A) Fill in the blanks with appropriate choices given below. (Any 8) (8)
- 1) The _____ function carries out research, organizes advertising and product Promotion.
a) Sales b) Marketing c) Production
 - 2) _____ implies increasing sales by selling present products in the new markets.
a) Market Penetration b) Market Development c) Product Development
 - 3) Industrial sickness contributes to _____ cost economy.
a) High b) Medium c) Low
 - 4) In April 1997, the name of Industrial Reconstruction Bank of India (IRBI) has been changed to _____.
a) IIBI b) IDBI c) SIDF
 - 5) The process of eliminating errors thereby improving the overall quality is _____.
a) BPR b) TQM c) Restructuring
 - 6) JIT stands for _____.
a) Just in Through b) Just in Time c) Just in Type
 - 7) LinkedIn is an example of _____ networking.
a) Social b) Business c) Personal
 - 8) _____ is a temporary partnership.
a) Merger b) Joint Venture c) Takeover
 - 9) _____ is the process of influencing people to achieve group objectives.
a) Staffing b) Leadership c) Controlling
 - 10) _____ involves up gradation of technology to increase production to improve quality and reduce wastages and cost of production.
a) Diversification b) Modernization c) Vertical Integration.

- Q.1) B) State whether the following statements are True or False. (Any 7) (7)
- 1) Change is the mark of growth and survival.
 - 2) Spin off is another version of survival strategy.
 - 3) Sickness in industrial units is a gradual process and does not develop suddenly.
 - 4) Human activities conducted for earning money are called as Non economic activities.
 - 5) Industrial sickness relates to uneconomic functioning of Industrial units.
 - 6) Zen means “to Change” and Kai means “good”.
 - 7) Turnaround and Downsizing are one and the same.
 - 8) Creativity is limited to artists, writers, painters, musicians etc.
 - 9) A CEO alone can bring into successful turnaround strategy implementation.
 - 10) Initial investment in SOHO is quite high.

- Q.2) a) What is Business? Explain the different characteristics of business objectives. (8)
- b) Explain the term Turnaround Management. Explain the indicators of successful turnaround. (7)

OR

- c) Discuss in detail Internal and External Growth Strategies adopted by Business organisation. (15)

- Q.3) a) What is Industrial Sickness? Explain Internal reasons of Industrial Sickness. (8)
- b) Briefly explain the role of Government to overcome Industrial Sickness. (7)

OR

- c) Define BPR. Explain various elements of BPR (8)
- d) Distinguish between –TQM and BPR (7)

- Q.4) a) What is Reengineering team? What is the role of BPR leader? (8)
b) Explain 5S Principles. What are its benefits? (7)
OR
- Q.4) c) What is Franchising? Explain its different types. (8)
d) Explain the term Outsourcing. What are the different advantages of outsourcing? (7)
- Q.5) a) Explain the entities involved in outfitting a team for turnaround management. (8)
b) Discuss the various styles of Decision making in the turnaround process. (7)
OR
- Q.5) Write short notes on (Any Three) (15)
i) Business Objectives
ii) BIFR
iii) Flowcharts
iv) Present status of Starts up in India
v) Organisational Change