

Time: 2.30 min.

75 Marks

Note: All questions are compulsory.

Figures to the right indicate marks.

Q.1 (a) Fill in the blanks with the appropriate choices given below (Any 8) (08)

1. It is the organisation _____ which binds managers together and brings proper adjustment and co-ordination in their work.
a. Structure b. Plan c. Policy d. Practice
2. In PESTLE, P stands for _____.
a. Primary b. Political c. Privatization d. Public
3. A _____ concern will be an innovator and can easily face the risk of competition.
a. Growing b. Disappearing c. Falling d. Fading
4. Mother Dairy has added 'Curd and Lassi' to its range of milk products, this is an example of _____.
a. Horizontal Integration b. Vertical Integration c. Conglomerate Integration d. Related Diversification
5. Industrial Sickness contribute to the _____ cost economy.
a. High b. Medium c. Average d. Low
6. As per the principles of TQM, Most of the TQM structure includes _____.
a. Ethics b. Recognition c. Training d. Communication
7. The process of eliminating errors thereby improving the overall quality is _____.
a. TQM b. BPR c. Restructuring d. None of these
8. _____ is focused on routine involvement of each individual and group in the organisation.
a. Restructuring b. Downsizing c. Turnaround Management d. TQM
9. _____ means eliminating anything that is unnecessary for the equipment to work properly.
a. Seiso b. Shitsuke c. Seiton d. Seiri
10. _____ style of decision making can also be termed as 'Autocratic Style'.
a. Analytical b. Conceptual c. Directive d. Behavioural

Q.1 (b) State whether the following statements are true or false (Any 7) (07)

1. External consultants are not all required in BPR team.
2. The process of comparing operations with that of the direct competitors is called as functional benchmarking.
3. Business undertakings are free from risk and uncertainty.
4. The idea of SBU is to centralise on the basis of strategy elements.
5. Forward integration involves moving towards the input of the present product.
6. Spinoff is another version of growth strategy.
7. An appropriate product mix can cause sickness to an industry.
8. Commitment on the part of the management is optional for the rehabilitation of a sick unit.
9. Insolvency follows bankruptcy.
10. Communication flow in BPR is bottom-up approach.

Q.2 (a) Define Business. Explain the importance of Business. (08)

(b) Define Globalization. Explain various problems related to globalization. (07)

OR

(c) What do you mean by survival & growth strategy? Explain the growth strategies of 21st Century. (15)

- Q.3 (a) Define Industrial Sickness. Explain the stages of industrial sickness in detail. (08)
(b) Explain various internal reasons leading to industrial sickness. (07)
OR
(c) Explain various remedial measures that can be undertaken to overcome industrial sickness in an organisation. Also explain the role of BPR in industrial sickness. (15)
- Q.4 (a) What is BPR? How BPR is different from other business philosophies? (08)
(b) Define BPR? Explain some pitfalls which makes the best of re-engineering efforts fail. (07)
OR
(c) Define Outsourcing? Explain various reasons for outsourcing. (08)
(d) What is freelancing? Explain the merits of freelancing. (07)
- Q.5 (a) What are the skills required by the managers to effectively undertake turnaround strategy? (08)
(b) What are the most important areas that the company must focus on during turnaround? (07)
OR
(c) Write Short notes on (Any 3) (15)
1. Different ways of diversification.
2. Process Mapping
3. Indicators of successful turnaround.
4. Benefits of using external consultants in BPR.
5. 5S Principles.
