

TIME: 2:30HRS

MARKS: 75

Note: 1. All the Questions are compulsory.

2. Figures to the right indicate full marks

Q.1 A.1 Fill in the blanks with multiply choice (Any Eight)

08

1. The process of bringing about a revival in the firm's fortunes is what termed as _____
(Strategic management, Turnaround management, Innovation)
2. _____ implies increasing sales by selling new products in same market
(Market penetration, Market development, Product development, Sales development)
3. _____ establishes an elaborate regime to deal with sick industrial units
(SICA, BIFR, CERA, SEBI)
4. Elements of BPR include _____
(Fundamental rethinking, Radical redesign, Business process, All of these)
5. As per the principal, Mortar of the TQM structure includes _____
(Ethics, Recognition, Training, Communication)
6. _____ means to change for good.
(BPR, Kaizen, Benchmarking, JIT)
7. MC Donald's is an example of _____ franchising
(Product, Manufacturing, Service, Business format)
8. _____ style of decision making can also be termed as 'Autocratic style'
(Analytical, Conceptual, Directive, Behavioral)
9. Time management is a type of _____ skills for leadership team.
(Human, Organizational, Technical, None of these)
10. _____ carries out actual job of implementation of BPR.
(BPR Leader, Process Owner, BPR Team, External consultant)

Q.1 True or False :(Any seven)

07

1. Initial investment in SOHO is quite high.
2. Business growth is a homogenous process.
3. BPR is a onetime activity.
4. Core activities for an organization are non-strategic in nature.
5. Internet has reduced the work opportunities for freelancers.

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6. Liquidation is the final resort for a declining company.
7. The idea of SBU is to centralize on the basis of strategy element.
8. BPR leads to dramatic improvements.
9. Commercial banks can never detect early warning signal of sickness.
10. Radical shifting of performance towards improvement is called as turnaround.

Q.2.a) Define Business Organization. Explain the Characteristics of Business Organization. (8)

b). Explain the Internal growth strategies of an Organization. (7)

(OR)

c). Explain the Internal and External reasons for sickness. (8)

d). Discuss the Role of Commercial Banks as concerning agencies for Sick Industries (7)

Q. 3. a)) Explain various key elements of TQM. (8)

b) Discuss the reasons for the low success rate with BIFR. (7)

OR

c) What is Turnaround strategy? Explain its characteristics. (8)

d) Discuss 6 C's required for proper implementation of TQM. (7)

Q.4 a) Define BPR. Explain essential elements of BPR. (8)

b) Describe 5'S principles. What are its benefits. (7)

OR

c) Define SOHO. Explain its features. (8)

d) What are the advantages & disadvantages of Free-lancing? (7)

Q.5 a) Explain various personal characteristics of a turnaround management team. (8)

b) Describe present status of start-ups in India. (7)

OR

c) Write short notes (Any Three) (15)

i) JIT

ii) KAIZEN

iii) BPR Leader

iv)Types of Franchising

v) Self- Financing
