

Duration: 2 ½ hours

Max marks: 75

NOTE:

- i. All questions are compulsory.
- ii. Figures to the right indicate full marks.
- iii. Draw neat and clean diagram wherever necessary.

Q1. a Match the Following: (Any 8)

(8)

	Column A		Column B
1	National objectives	A	Set up in 1987
2	Modernisation	B	William Deming
3	Born sickness	C	Straightening
4	Curative measures	D	What organisation does
5	Seiton	E	Social networking
6	Process mapping	F	Do not consult with others
7	My space.com	G	SICA
8	Directive style	H	Since inception of the organisation
9	TQM	I	Upgradation of technology
10	BIFR	J	Creation of employment opportunities

Q1.b State whether the following statements are True or False. (Any 7)

(7)

1. TQM helps to study the internal and external environment of an organization.
2. Initial investment in SOHO is quite high.
3. A sick unit is one which is not healthy.
4. A business organization cannot set objectives without mission statement.
5. Turnaround management is long term process.
6. IRCI was set up by RBI.
7. Prevention of sickness and rehabilitating sick projects assume greater importance.
8. BPR is not one time activity.
9. The process of comparing operations from unrelated industries is called as Kaizen.
10. internet has increased the work opportunities for freelancers.

Q2. a. What is business organization? Explain the characteristics of business organisation. (8)

b. Elaborate in detail various Diversification strategies. (7)

OR

Q2. c. Define turnaround management. Explain the indicators of successful turnaround. (8)

d. Explain in details about various reasons for low success rate of BIFR. (7)

Q3. a. Explain the preventive role of commercial banks to overcome sickness ? (8)

b. What is industrial sickness? Explain the stages of industrial sickness. (7)

OR

Q3. c. What is TQM? Explain the principles of TQM. (8)

d. What Networking? Explain its types. (7)

Q4. a. What is SOHO? Explain its characteristics. (8)

b. Explain the 5's principles of KAIZEN and its benefits. (7)

OR

Q4. c. Explain in detail about steps and advantages of process mapping? (8)

d. What is start up? Explain the present status of start ups in India. (7)

Q5. a. Elaborate the different entities involved in outfitting a team for turnaround management. (8)

b. Explain the various styles of Decision making in turnaround process ? (7)

OR

Q5. Write short notes on: (Any 3) (15)

a. SBU

b. Elements of BPR

c. self financing

d. Ansoff matrix

e. SICA
