

4. (a) Distinguish between decentralisation and delegation. As a manager what principles you will follow to make delegation effective? (9)
- (b) Star Foods and Beverages has multiple product lines. Their innovativeness and focus on developing products increased over the years. Each of the products also have dedicated marketing and manufacturing. The company also finds that centralising some operations and retaining functional structure is more cost effective for roles such as human resource management. What form of departmentation would you suggest? Give reasons and explain the suggested form of departmentation. (9)
5. (a) Discuss the case of success of Amul. (9)
- (b) What is Management by Exception (MBE)? Explain the steps of MBE. (9)
6. Write notes on any **three** of the following :
(6×3=18)
- (a) Public Private Partnership
- (b) Sustainable Development
- (c) Gurukul Education System
- (d) Production Linked Incentives

(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 534

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Unique Paper Code : 2922061101

Name of the Paper : Fundamentals of Management

Name of the Course : BMS

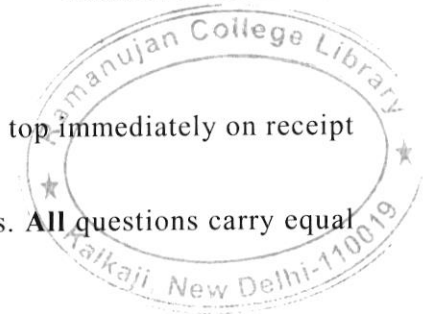
Semester : I

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions. All questions carry equal marks.



1. (a) Arun Kumar is the Vice President Marketing of a juice manufacturing company. The company plans to launch a new line of organic juices. GM Production informs Arun that machinery which was being imported for the project has been damaged during transit. The competitors were also planning to launch a similar product.

P.T.O.

Explain the steps of decision making that can help in making effective decisions in the given situation. (9)

(b) Why is it important for managers to understand the external environment components? Discuss by explaining appropriate approach to management. (9)

2. (a) "In fast changing business environment planning may not be followed by some managers". Would you subscribe to this view? Justify by explaining different types of plans. (9)

(b) "Leadership skills makes direction effective." What is the difference between leading and directing? What principles of directing should be followed for effective management? (9)

3. ABC Corporation was one of largest software manufacturing turnkey service providers in the country. The company provided variety of services to the clients, including operations management (electronic services, inventory management, distribution, packaging) and component services (printing, binding, publishing, media mastering and multimedia packaging). The company merged with SXZ Publications. The merger marked a major step toward

creation of worldwide provider for computer hardware, software and information based industry. To satisfy the needs of its customers they implemented different measures to ensure quality and efficiency. The company was ISO compliant. A team of quality assurance inspectors conducted production line investigations and generated weekly reports. All personnel were trained in quality assurance methods followed by the company. They examined for any defects. To avoid mislabelling employees utilised scanners to conduct barcode inspections. All electronic artwork was proofed and shown to the clients before sending to press. Assembly kits were sampled and testing was based on diagrams illustrating the method by which products were to be packaged. The company prides itself on the ability of its control measures to keep defects to minimum, maintain high product quality and ensure customer satisfaction. (6×3=18)

(a) Do you think the process of control mechanism followed is effective? Discuss, explaining the steps of process of controlling.

(b) The control measures given in the case subscribe to which type of control.

(c) Which type of control has not been mentioned in the case? Explain