

Duration: 2 Hrs.

Maximum Marks: 60

**Instructions:**

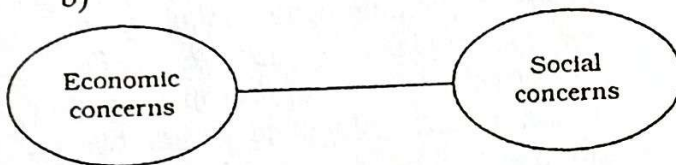
- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Q.1 is compulsory.
- 4) Answer any four from Q.2 to Q.6.

Q.1. Write short note on ANY FIVE of the following:

(05\*04=20 Marks)

- a) Individual citizens have moral and social responsibilities. Businesses also are being perceived as corporate citizens who need to commit time, talent, and resources for the welfare of society as they draw their sustenance from it. Social responsibility comes in many stages. What are the levels of social responsibility?

b)



Mistaken view of business responsibility

Interpret the above diagram with respect to Corporate Social Responsibility.

- c) As a manager, your interpersonal role is to ensure everyone understands their roles, their responsibilities, their tasks and their objectives. Explain the different interpersonal skills required by the managers.
- d) "Organizing is an important means of creating coordination and communication among the various departments of the organization" Explain this statement.
- e) There are many external factors affecting the organization such as Political, Economic, Social, Technological etc. What are the advantages of analyzing the external environment for the organization?
- f) "In the end you should always do the right thing even if it's hard." State what is the code of ethics and the interest groups involved in it.

(10 marks)

Q2. Henry Fayol, also known as the 'father of modern management theory' gave a new perception of the concept of management. He introduced the principles of management that can be applied to all levels of management. Illustrate any 8 of Henry Fayol's principles.

(10 marks)

Q3. Corporate Social Responsibility can be sometimes challenging for a business. Managers and leaders have different opinions on CSR. What are the arguments against Corporate Social Corporate Responsibility (CSR)?

(10 marks)

Q4. Sonar Pvt Ltd is a business which functions in the society and hence has certain responsibilities towards it. There are many interests' groups which Sonar Pvt Ltd may interact with. Discuss the responsibility of a business towards any five interest groups?

(10 marks)

Q5. Management is a group activity, which means that every organization has a number of individuals placed at different positions and are provided with different responsibilities according to their educations, skills and experience in the hierarchy of management. Explain

(10 marks)

Q6. Arush joins as a sales manager of a company dealing in nature-therapy products. Being proficient in his work, he knew that without good planning he will not be able to organize, direct, control or perform any of the other managerial functions efficiently and effectively. Only on the basis of sales forecasting, he would assist in the preparation of the annual plans for its production and sales. Besides, he will have to prepare sales plans regularly on weekly, monthly, quarterly and half yearly basis. While preparing the sales forecasts, he undertakes intellectual thinking involving foresight, visualization and issued judgement rather than wishful thinking or guess work. Most importantly, all these planning activities will be meaningful only if they will coincide with the purpose which the business is being carried out.

In context of the above case, identify the various features of planning highlighted in the above paragraph.