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FYB.COM, SEM I, SUPPLEMENTARY EXAMINATION, MAY/JUNE 2015

GENERAL MANAGEMENT

Duration: 2 Hours

Max. Marks: 80

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate maximum marks to the questions.

3. Answer sub-questions in Question no.1 & Question no. 2 in not more than 100 words each.

4. Answer Question no.3 to Question no. 6 in not more than 400 words each.

Q. I. Write short notes on the following (Any Four):- (4x4=16 Marks)

- Importance of inventory management.
- Quantitative approach to management.
- Features of decision-making.
- Concept of plant management.
- Functions of personnel management.
- Taylor's principles of scientific management.

Q. II. Write short notes on the following (Any Four) :- (4x4=16 Marks)

- Objectives of marketing management.
- Contingency approach to management.
- Guidelines for effective decision-making.
- Causes of stress.
- How to introduce creativity in decision-making?
- Steps in disaster management.

Q. III. a) Define Management. Discuss the features of management. (12 Marks)

OR

- b) What is Production Management? Explain the functions of production management. (12 Marks)

Q. IV. a) Describe Systems approach to management. (12 Marks)

OR

- b) Distinguish between Japanese and American style of management. (12 Marks)

Q. V. a) What is Rational Decision-Making? Explain its benefits. (12 Marks)

OR

- b) State and explain the steps in decision-making process. (12 Marks)

Q. VI. a) What is Stress? State the different types of stress. (12 Marks)

OR

- b) Define Supply Chain Management. Explain different keys in the process of supply chain management. (12 Marks)
