



**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)

- a) Importance of inventory management.
- b) Quantitative approach to management.
- c) Features of decision-making.
- d) Concept of event management.
- e) Functions of personnel management.
- f) Taylor's principles of scientific management.

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

- a) Objectives of marketing management.
- b) Contingency approach to management.
- c) Guidelines for effective decision-making.
- d) Causes of stress.
- e) How to introduce creativity in decision-making?
- f) 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)

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