

Time - 3 Hour

MM-70

The question paper contains one printed page.

Descriptive questions: Attempt 4 questions all carry equal marks (4 x 14 = 56)

- Q. 1. Define Management. What are different management functions?
- Q. 2. How organization culture is established and maintained?
- Q. 3. What is better - MBO or traditional planning? Elaborate.
- Q. 4. What is interpersonal communication? Describe barriers.
- Q. 5. Elaborate process of control.
- Q. 6. Define the importance of value chain management in today's world

Short notes: Attempt any two each carry equal marks (2 x 7 = 14).

- Q. 1. Learning organization
- Q. 2. SWOT Analysis
- Q. 3. E business
- Q. 4. Mass customization

