

Enrollment No:- _____

Exam Seat No:- _____

C.U.SHAH UNIVERSITY

Summer-2015

Subject Code: 5MC02BMA2

Subject Name: Business Management

Course Name: M.Com (English)

Date: 20/5/2015

Semester: II

Marks: 70

Time: 10:30 TO 01:30

Instructions:

- 1) Attempt all Questions in same answer book/Supplementary.
- 2) Use of Programmable calculator & any other electronic instrument prohibited.
- 3) Instructions written on main answer book are strictly to be obeyed.
- 4) Draw neat diagrams & figures (if necessary) at right places.
- 5) Assume suitable & perfect data if needed.

SECTION-I

- Q – 1 Explain the concept
1. Management 2
 2. Organization 2
 3. Resistance to Change 2
 4. Change 1
- Q – 2 Attempt the Following Questions
1. Discuss the importance of management 5
 2. Write a Short Note : Forces for Change 5
 3. Explain the concept : (1) Planned change (2) Change Agent 4
- OR
- Q – 2 Attempt the Following Questions
1. Discuss the Internal Change Factors 5
 2. Explain the Source of Organizational Resistance to Change 5
 3. List the eight step change process of Kotler 4
- Q – 3 Attempt the Following Questions
1. Discuss the External Change Factors 5
 2. Explain the Source of Individual Resistance to Change 5
 3. Write a Short Note : Lewin's Three-Step Change Model 4
- OR
- Q – 3 Attempt the Following Questions
1. Discuss the characteristics of management 5
 2. What is Business Ethics? Explain its need 5
 3. List the arguments for and against corporate social responsibility 4

SECTION-II

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20-5

Q – 4	Explain following concept	
	1. MBO	1
	2. Strategy	2
	3. Programmed Decision	2
	4. Intangible premises	2
Q – 5	Attempt the following Questions	
	1. Describe Peter Drucker’s 6 P’s of planning	5
	2. Discuss the purposes of Planning	5
	3. Write a Short Note : Social Responsibility towards Employee	4
	OR	
Q – 5	Attempt the following Questions	
	1. Define Decision Making. Explain the steps involved in decision making process	5
	2. Discuss the importance of Planning	5
	3. Write a Short Note : Social Responsibility towards Customer	4
Q – 6	Attempt the following Questions	
	1. Define Objective. Explain the guidelines writing objectives	5
	2. Describe the elements of TQM in detail	5
	3. Write a Short Note : PDCA Cycle	4
	OR	
Q – 6	Attempt the following Questions	
	1. Describe the steps involved in Planning Process	5
	2. Explain the stages of TQM implementation.	5
	3. What do you mean by Planning Premises? Explain tangible premises	4

