

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: PGDM (Executive) Trim I**  
**Subject: Business Perspective in Global Context**  
**(End Term Examination)**

**Maximum Marks: 50**

**Duration: 2 Hrs**

**Date: 9<sup>th</sup> Dec. 2016**

**Question 1 Attempt any one** (15 Marks)

- a. Discuss the various components of business environment. How do environmental factors affect business?

**OR**

- b. "Decision Making is the primary task of the manager" Comment

**Question 2 Attempt any one** (15 Marks)

- a. Bring out C.K. Prahalad's contribution to management with relevant corporate examples

**OR**

- b. Critically analyze the challenges associated with Control Process.

**Question 3 Attempt any one** (20 Marks)

- a. Discuss the various stages of Planning process in progression. What are the reasons for failure of planning?

**OR**

- b. Discuss the salient features of Hawthorne studies.

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