

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,**  
**Vidyavihar, Mumbai- 400077**

**Program: PGFS (Batch2016-18), Trim I**  
**Subject: Business Perspectives and Management Thought**  
**(End-Term Examination)**

**Maximum Marks: 50**  
**Duration: 3 hours**

**Date: Sept, 2016**

**All questions are compulsory. Question 1 has no choice. Question 2 to 5 give you the choice to answer any two of the three within each of them. Each question carries 10 marks.**

**Q1:** Name and describe the management thought contribution of any five management thinkers you have studied as part of this course.

**Q2:**

a). Dinesh Ltd., a leading manufacturer of iron and steel decided to open up a new branch in the remote area of Rajasthan so that unemployed youth from the rural areas could get same opportunities as those available in the urban areas. This innovative step has raised the standard of living of people in rural areas. All children in these families are getting good education and these families are also actively contributing in the nation building through their dedicated work.

(i) Identify the objective of management highlighted in the above-mentioned case.

(ii) Identify and explain the principle of management highlighted in the given case.

b). The production manager assigned a target of producing 1,000 TV sets in the month of October among the group of 10 workers. They mutually decided to produce 100 TV sets each. Among them 3 of the workers of the group fell sick. The other worker refused to divide his work among and concentrated only on the production of their own individual target of production the group target of 1,000 TV sets could not be achieved.

(i) Which characteristic of management is violated in the above para?

(ii) Name and explain the principle of Fayol which is violated in the above para.

c) Sethi Industries is facing a lot of opposition as it pays less salary to female workers as compared to male workers for equal work.

(i) One of the objectives of management is not followed here. Name it.

(ii) Which dimension of business environment is being violated in the given situation?

(iii) Identify and explain the principle of management which is not followed by Sethi Industries.

**Q 3:**

a) Indians mostly being vegetarians as per the studies of KFC has planned to introduce veg rice meals in its menu.

(i) Which characteristic of management is highlighted in the given statement?

(ii) Name and explain the dimension of business environment which is responsible for this step of KFC.

b). Gurpreet, Vikram and Parv are good friends. They are thinking to manufacture papers. They mutually decided that this manufacturing unit will be set up in a rural area of Odisha where people have a few job opportunities and labour is available at very low rates. They also decided not to sell goods on credit.

(i) One of the functions of management is highlighted in the above para. Name it by quoting the line from it.

(ii) Name the type of plan highlighted in the above para by quoting the line from it.

(iii) Which type of organizational structure would you recommend for this manufacturing unit? State any two reasons.

c). Smt. Savita is the principal of a reputed school in Delhi. She decides to conduct a meeting of all the staff members in the conference hall. In a meeting she instructs the admission department that in the upcoming session the school will give admission to those students who secured more than 85% marks. She also assigns duties, authority and creates accountability of the person whom work has been handed over. In addition to this, she tells to new teachers what is to be done and what is not to be done in specific situations.

(i) Name the types of plan highlighted in the above para by quoting lines from it.

(ii) Name the process through which Smt. Savita assigns duties, authority and creates accountability of the person whom work has been handed over. Also, explain any two points which highlight the importance of this process

**Q 4:**

a) Name the force that binds the various functions of management. This force

is instrumental and vital in two managerial principles that encourages its need and the need of team spirit in an organization. Identify these principles and explain them briefly.

b). Every management strives to achieve some objectives. Throw some light on these objectives. Fayol is so aptly called the pioneer of administrative management. Comment on the various managerial principles that endeavour to realise these objectives you have mentioned. Write two managerial principles in case of every objective.

c). Name the technique of scientific management that is concerned with the division of work at the shop floor level. Explain this technique. Also explain how different is the shop floor level from the lower level or are these levels the same?

**Q 5:**

a). Gurpreet is the owner of an electronic showroom. He wants an experienced sales manager and accounts manager. For this, he gives an advertisement. Thirty people apply for the job. He selects the two best persons out of a number of prospective candidates for a job. Mr. Gurpreet gives sales target to sales manager and assigns work to accounts manager. The sales manager achieved his sales target one month in advance. His achievement was displayed on the notice board and a certificate for the best performance was awarded to him by the owner of the showroom.

(i) Name the source of recruitment which is used by Mr. Gurpreet to fill the above posts by quoting the line from the above para. Also state any one advantage of using this source of recruitment.

(ii) Which test help Mr. Gurpreet to find out the skills and abilities possessed by the candidate relating to the job during selection process?

(iii) Name the type of incentive awarded by Mr. Gurpreet to a sales manager.

(iv) Which need of a sales manager, according to the Maslow's Need Hierarchy Theory of Motivation is satisfied by giving such type of incentives?

b). Ms. Mamta is promoted to the post of principal in G.S. Alag Public School, Delhi. Ruchika and Amit are business studies' teachers as well as good friends. One day at lunch they were discussing the behavior of the newly appointed principal. The Principal sets the target for the subject teachers without discussing it with them. She firmly tells them that if the task is not completed within given time period then strict action will be taken against them. On the next day, one of the teachers explains some problems to the principal but she does not grasp the message due to some reasons. At the end of the given time period, the principal has been told that a few teachers could not complete their task.

(i) Name the source of recruitment which is used by school's management to fill the post of principal by quoting the line from the question.

(ii) Identify the type of communication used by Ruchika and Amit in the above para.

(iii) Which style of leadership is followed by Ms. Mamta?

c). Recruitment precedes selection in the same manner like delegation precedes decentralisation.

(i) Do you think the above statement is pertinent? Give reasons.

(ii) Write any four differences between recruitment and selection.

(iii) Distinguish between delegation of authority and decentralisation of authority.

-----End of Paper-----