

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2067

I

Unique Paper Code : 2922061101

Name of the Paper : Fundamentals of Management

Name of the Course : **Bachelor of Management Studies(NEP)**

Semester : I

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions. Internal choice is given
3. **All** questions carry equal marks.

1. A large corporation has brought in a management consultant to enhance operational efficiency. The consultant has recommended incorporating aspects of both Classical and Behavioural Management approaches. Compare these two approaches and explain how combining them could help the company improve its efficiency. (15)
2. (a) A tourism startup is seeking to attract eco-conscious travelers and wants to develop a plan to market sustainable travel packages over the next two years. Outline the key steps in the planning process that the startup should follow to create an effective marketing plan for sustainable travel packages. (7)
- (b) A financial services firm is rolling out a new performance evaluation system and wants to ensure that employees' objectives align with the company's overall goals using Management by Objectives (MBO). How can the firm effectively implement MBO to align individual employee goals with organizational objectives? (8)
3. Management is an art as well as a science and its functions keep evolving to stay up with the times. Controlling function of management also advances with passing time. Elaborate on the types of control. Discuss the transformation from traditional to modern techniques of managerial control with the help of examples? (15)

4. **Case study**

Mr Rakesh Kumar is the President of Trust Bank, a growing Mumbai based regional commercial and consumer bank. One of the bank employees, Ms Beena Das, a very hardworking and committed employee, had recently been appointed

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as the Bank's Chief Information Officer. Her appointment was a recognition of how important information technology was to its increasingly competitive business. Mr Rakesh was reading Ms Beena's email and was surprised to read the contents. Ms Beena was clearly frustrated and wanted a clear statement of her responsibilities and authority. She felt that the relationship between Information Technology and the Bank's other business units was not clear, often causing considerable confusion, friction, and inefficiency. Someone from retail banking or marketing, for example, would come to her department with a poorly defined problem, such as how to link up checking account records with investment records, and they wanted a solution the same day. What made the situation even more vexing was that often, the problem crossed organizational lines and not even a single unit wanted to take responsibility for defining exactly what they wanted IT to do. She wanted clarity on who exactly was supposed to be getting all these units together and coordinating requests? The unit managers usually didn't welcome her efforts to come in and facilitate. And despite the vagueness of their requests, the work units still expected IT to come up with a solution. Also, Ms Beena felt that the IT staff was increasingly feeling underused. The senior staff wanted to identify opportunities for developing new IT innovations and contribute to business growth and strategic planning, but it found itself doing applications work only. Mr Rakesh felt that he needed to clarify Ms Beena Das's authority and responsibilities as she had requested. But he also understood that this was not going to be easy. Perhaps, it was time to rethink the Bank's entire organizational structure?

- (a) What are the main organizational issues that are causing frustration to Ms Beena Das? (7)
 - (b) If you were Mr Rakesh, how would you address Ms Beena's request for clarification about her authority and responsibilities? Would you consider an overhaul of the bank's organizational structure? Explain. Sketch a general chart for the type of structure suggested. (8)
5. (a) 'The modern business world needs Gurukul Concepts' Discuss in the context of preachings from ancient Indian wisdom? (7)
- (b) Write short notes on any **two** : (4+4=8)
- (i) The Amul success story
 - (ii) Atmanirbhar Bharat
 - (iii) Public Private Partnership
6. State differences between any **two** of these : (7.5+7.5=15)
- (a) Responsibility v/s Accountability
 - (b) Programmed v/s Non Programmed decisions
 - (c) Delegation v/s Decentralization