

abroad. Some executives preferred quick decision-making, while others wanted in-depth analysis. Discuss how rational and behavioural perspectives of decision-making apply to this situation. What decision making process can be followed in the given situation? (9)

6. Write notes on **any three** of the following :

(6×3=18)

- (a) Roles of Managers.
- (b) Management as Science or Art.
- (c) Contemporary Organizational Designs.
- (d) Difference between standing plans and single use plans.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5064

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Unique Paper Code : 2922061101

Name of the Paper : Fundamentals of Management

Name of the Course : **BMS**

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 any **five** questions.
3. **All** questions carry equal marks.

1. (a) Explain the differences between Classical, Behavioural, and Modern Management Approaches. Give one example each where they are applied in practice. (9)

- (b) GreenGlow Organics Ltd., a company dealing in herbal skincare products, plans to launch a new line of eco-friendly face creams. The planning team faces challenges because competitors are

also ready to launch similar products and raw material supply is uncertain. Identify the levels of planning required in this case. Suggest how effective forecasting can help the company in making better plans. (9)

2. (a) Differentiate between Management by Objectives and Management by Exception. (9)
- (b) Blue Wave Apparel Pvt. Ltd. manufactures casual wear and has been rapidly expanding across India. With growing operations, managers are confused about whether to adopt a functional departmentation (production, marketing, finance) or a product-based departmentation (jeans, shirts, t-shirts). Employees also complain that communication is delayed because decisions must always pass through senior managers. Identify the organizational structure currently followed. Suggest a suitable form of departmentation for BlueWave Apparel, giving reasons. (9)
3. (a) What is span of control? Discuss the factors determining the degree of decentralization in an organization. (9)

(b) TechnoMek Industries Ltd., a mid-sized manufacturing company, is struggling with declining efficiency. The managers are trained engineers with strong technical knowledge, but employees feel that communication and motivation are lacking. The management wants to adopt a new approach to improve productivity and employee satisfaction. Which managerial skills are missing in this case? What managerial skills are required by all managers? Explain the degree of these skills required at different levels of management. (9)

4. (i) What are Production Linked Incentives? (9)
- (ii) Explain logistics management (9)
- (iii) Explain the relevance of gurukul concepts such as mentoring and coaching in modern corporate world. Give suitable examples. (6×3=18)
5. (a) Discuss the case of Mumbai Dabbawalas. (9)
- (b) NeoTech Electronics Pvt. Ltd. recently faced a situation where its imported machinery was damaged during transit, delaying production. The management had to quickly decide whether to repair the machinery locally or reorder from (9)