

TU BCBI (V) (Turnaround mgmt) / 100

Q.P. Code: 35272

Maximum Marks: 75

Duration: 2 ½ Hours

Note: 1) All questions are compulsory, Subject to internal choice.
2) Figures to the right indicate full marks.

- Q1 Explain the Concepts:** **15**
- a) JIT
 - b) SOHO
 - c) Generic process
 - d) Backward integration
 - e) Restructuring
- Q2) a.** Define Turnaround Management. Explain the characteristics of Turnaround Management. **8**
- b.** Explain intensive growth strategies with advantages and disadvantages. **7**
- OR
- c.** Discuss the effects of liberalization on Indian economy. **8**
- d.** Define business organization. Explain the characteristics of business organization **7**
- Q3) a.** Define industrial sickness. Explain the internal reasons for industrial sickness. **8**
- b.** Explain the various problems faces by Small scale industries in India? **7**
- OR
- c.** Explain the remedial measures taken by government to reduce industrial sickness. **8**
- d.** Explain the different stages of sickness. **7**
- Q4) a.** Explain the Six C's in the proper implementation of TQM. **8**
- b.** What is business restructuring? Explain the different types of restructuring. **7**
- OR
- c.** How BPR is different from TQM? Explain their difference. **8**
- d.** Explain the central thrust of BPR. **7**
- Q5) a.** Define franchising. What are the different types of franchises? **8**
- b.** Explain the different types of outsourcing. **7**
- OR
- c.** What is an Agency? What are the duties of an agency to their client? **8**
- d.** Explain the benefits of free-lancing. **7**