

DURATION: 2.5 HRS

MARKS: 75

- Note: 1. All the Questions are compulsory.
2. Figures to the right indicate full marks

Q1. A. Choose the correct alternative from the following: (any 8)

(8)

- _____ ensures regular supply of raw material or component.
a. Forward integration
b. Vertical integration
c. Backward integration
d. Horizontal integration
- _____ is a deliberate modification in the structure of an organization.
a. Planned
b. Unplanned
c. Transformational
d. Incremental
- The Process of eliminating errors thereby improving the overall quality is _____.
a. TQM
b. BPR
c. Restructuring
d. BPI
- In _____ the firm moves backward or forward from the present product or service.
a. Spin off
b. Divestment
c. Liquidation
d. Vertical integration
- Manufacturing unit having an investment of Rs 25 lakh to 5 crore in plant and machinery is _____ enterprise.
a. Micro
b. Small
c. Medium
d. Large
- _____ means the act of continuously doing something despite of difficulty or delay in achieving success.
a. Resilience
b. Transparency
c. Collaboration
d. Perseverance
- In flowchart a parallelogram denotes _____.
a. the beginning or end a program
b. the direction of logic flow in a program
c. either an input operation or an output operation
d. a process to be carried out
- Ansoff Matrix was conceptualized by Russian American Igor Ansoff in _____.
a. 1956
b. 1957
c. 1958
d. 1959
- BIFR was set up by _____ government.
a. Rajiv Gandhi
b. Nehru
c. State
d. Central
- _____ means to keep things in working order.
a. Seiso
b. Shitsuke
c. Seiton
d. Seiri

Q1. B. State whether the following statements are True or False (any 7):

(7)

- Turnaround management is the process of taking a struggling organization and transforming it for the better.
- External Consultants are not at all required in BPR team.
- Hostile takeover is a type of vertical growth.
- Liquidation follows bankruptcy.
- Radical shifting of performance towards improvement is called as turnaround.
- Investment in equipment for medium service enterprises is up to Rs 25 lakhs.
- AAIRFR was constituted in April 1987.
- Communication can be upward as well downward.
- Shine can also be translated as sweep.
- Myspace.com is an online social networking website.

Q2.

- a. What is Business Organization? State the factors to be considered for forming a business organization. (8)
- b. State the pros and cons of growing organization. (7)

OR

- c. What is Diversification? Explain its types in brief. (8)
- d. Explain the importance of business strategy. (7)

Q3.

- a. Explain the preventive measures taken by government and financial institutions to overcome sickness. (8)
- b. Explain the process of Reporting to BIFR. (7)

OR

- c. Explain the consequences of industrial sickness. (8)
- d. Explain the concept of achieved sickness and born sickness. (7)

Q4.

- a. What is BPR? Explain its elements and need. (8)
- b. Explain Kaizen technique of turnaround in brief. (7)

OR

- c. What is benchmarking? Explain its types and uses to companies. (8)
- d. Explain the concept of SOHO in detail. (7)

Q5.

- a. What do you mean by start ups and state the reasons for failure of startups in India. (8)
- b. Explain the personal characteristics of management team. (7)

OR

Q5. Write Short notes on: (any 3) (15)

1. Survival strategies
2. National Company Law Tribunal
3. Flow chart
4. Self-financing
5. Styles of decision making
