

**VPM's**  
**DR V N BRIMS, Thane**  
**Programme: MMS (2016-18)**  
**First Semester Examination December 2016**

<b>Subject</b>	<b>Perspective Management</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>		<b>Date</b>	<b>16.12.2016</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

Mr. Chetan Kumar is the Chairman of a Chocolate manufacturing company. To increase the sales, the board of Directors wanted to start a full-fledged marketing department. Mr. Chetan is entrusted with the task of finding a suitable candidate to head the proposed marketing department. After considering a number of candidates, he has narrowed down his choice to two persons: Mr. Vikram and Mr. Sunil.

Mr. Vikram has an excellent track record in the company. During his 10 years of association with the company, he has always shown a high degree of enthusiasm and initiative in his work. He is still young (35 years), dynamic, aggressive and result oriented. One of the workers, testifying his leadership qualities, remarked thus: "Though he is harsh at times, you will know where you stand, when you work with him. When you have done a good job, he lets you know it." Mr. Vikram is willing to shoulder additional responsibilities. He decides quickly and when action is required, he is 'always on his toes'.

Mr. Sunil, during his 15 years of tenure in the company, has endeared himself to all his colleagues by his superior workmanship and pleasing manner. He always believes in the principle of employee participation in the decision making process. Unlike Mr. Sunil, he encourages his subordinates to come out with innovative ideas and useful suggestions. Before arriving at a decision, he always makes it a point to consult his subordinates. Not surprisingly, all his subordinates are very pleased to work under him and praise his leadership qualities. They readily admit that the participative climate has encouraged them to use their talents fully in the service of the organization. Company records also bear evidence for the increase in the production soon after Mr. Sunil becomes the head of his department.

**Q.1** Analyze the leadership & managerial qualities of Mr. Vikram and Mr. Sunil.

**Q.2** Between the two people, whom would you recommend for the position of Marketing Manager? Why?

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) A leading Packaged Drinking Water brand has been banned by the legal authorities as its product has failed in the necessary safety tests, and therefore facing a crisis situation. You as a manager are required to prepare a crisis management plan for this brand
- b) Explain in brief 5 Levels of Leadership, with suitable examples
- c) Write in brief about any three contributions of Behavioral Management Theory

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain briefly the concept of BCG Matrix and prepare a BCG Matrix of any one company of your choice.
- b) Describe important points to be considered for choosing the Right Career
- c) How TQM differs from Traditional Management? Explain with suitable examples

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) With an aim of increasing revenues, a leading E-Commerce brand has increased the seller fees by 6%, a change which is facing resistance from sellers, who sale their goods online through this E-Commerce brand. As a manger, How you will manage this Resistance to Change?
- b) Explain in brief, the Fundamentals of Personal Success with suitable examples.
- c) Describe various Purposes of Planning.

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Describe the meaning of Mission, Vision, and Values. As one of the board of directors of a new Automobile company, write Vision & Mission statement for the company.
- b) Elaborate the Steps of Developing Ethical Decisions.
- c) What is CSR? Explain the Integrated Approach of CSR

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Describe in brief various Functions of Management with suitable examples
- b) What is the role of Change Agent? Describe briefly, Categories of Change with suitable examples
- c) What is TQM? Explain in brief TQM Techniques.

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

**Distinguish with suitable examples**

- a) Effective Leadership Style Vs. Ineffective Leadership Style
- b) Verifiable Vs. Non-verifiable Objectives
- c) Manager Vs. Leader