

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 1 – EXAMINATION – SUMMER 2018

Subject Code:3519205

Date:08/05/2018

Subject Name: Business Structure and Management (BSM)

Time: 10:30 AM To 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1. Explain the following. 14

1. Define Tactical planning and give one example.
2. Explain HUF as a form of Business Organisation.
3. What do you understand by Globalisation?
4. Define Time and Motion study.
5. What is Span of Management?
6. Define Unity of Command.
7. Elaborate the term "Learning Organisation"

Q.2. (a) "Management is developing as a Profession". Do you agree with the statement? Justify. 07

(b) "Organisation should be regarded as a system." Critically analyse the statement as per Systems Approach to Management. 07

OR

(b) Explain the contribution made by Elton Mayo to the management thought. 07

Q.3. (a) "A manager may not be able to take good decisions if he fails to follow a sequential set of steps." Explain the statement with reference to decision making. 07

(b) Orange Engineering Limited has its operations spread across North, South, East and West regions of the country. Which type of departmentalisation is suitable for this Organisation? Explain along with the advantages and disadvantages. 07

OR

Q.3. (a) "Developing sound premises is very important for successful planning." Explain. 07

(b) Mr. Arjun, an entrepreneur, wants to start a business of apparel manufacturing. He is confused about which form of business organisation he may select at an initial stage. He is exploring various options such as Sole proprietorship, partnership and company. Kindly compare these options and suggest him a suitable option at this stage of his business. 07

Q.4. (a) Critically analyse the concept of outsourcing of business activities. 07

(b) Mr. Ronak is a science graduate and is running the business of manufacturing LED lights. He has read a lot about the concept of Management by Objective (MBO). But he does not know how to implement this system at his startup. He approaches you for guidance about the concept of MBO. Kindly counsel him. 07

OR

Q.4. (a) Elaborate upon the controlling process with the help of an example. 07

- (b) Mr. Ishaan, the Vice President of Star India Pvt. Ltd., is in dilemma whether he should contribute a percentage of the profit of the company towards the social responsibility or not. Will this be in the interest of the shareholders? Kindly suggest Mr. Ishaan about the pros and cons of corporate social responsibility. 07

Q.5. Mr. Chinmay Patel is the branch manager of Rajpur Commercial Cooperative Bank Ltd. In the year 1994, he joined RCCB as an Apprentice Clerk with a salary of Rs. 600/- per month. In the bank, he started his career from clearing department and later on posted as a cashier in T.M. Road branch of the bank. Despite being cashier, he was always ready to work on any counter where respective employee was on leave/ was not available.

He always likes to take additional responsibilities and wants to learn new things. He does not want to be dependent on others for any work. His mantra was “Do your work in such a way that your boss becomes dependent on you”. During his work, he always tries to help customers. He became a support system for other staff members as well as customers. He never worked for rewards or recognition. He works only for two reasons i.e. for the growth of organization and to help people be it customers/ staff members.

In the year 2008, bank promoted him as Branch Manager of AV road branch. He was the youngest one in the bank to handle responsibility of Branch Manager. He was quite approachable and very friendly with everyone. However, the subordinates quickly realised that he is ready to work on any task. The subordinates used to deliberately do the imperfect work and pass on to Mr. Patel. As a result of this tendency of the employees, Mr. Patel used to remain busy throughout the day and could not get any time to think about increasing the scope of bank services and opening new avenues for generating income for a bank.

Further, competition was increasing in the banking sector and RCCB was following conventional methods of banking. The foreign banks and private sector banks were using technology platform to differentiate themselves and attract more customers. Despite being efficient, Mr. Patel was losing the customers to the competitors.

Mr. Patel approached the consultant to revive the situation.

In relation to the above situation, answer the following questions.

- (a) Elaborate upon your understanding towards the problems in the case and their causes. 07
- (b) Based upon the nature of the problem, suggest the possible solutions along with their implementation plan to Mr. Patel. 07

OR

- (a) From the case facts, identify the managerial skills and roles required for being the branch manager. Relate the Mintzberg classification of managerial roles. 07
- (b) Which principles of management are applicable in the given situation? Elaborate upon them. 07
