

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME) SEMESTER 01 - EXAMINATION – SUMMER-2018

Subject Code: 3519905

Date: 08/05/2018

Subject Name: Business Structure and Management

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 Virtual Organisation.
2. Explain the meaning of Sole Proprietorship and give example.
3. What do you understand by Scalar Chain?
4. Define Budget as a controlling tool.
5. What is Management by Objective (MBO)?
6. Define Innovation and give example.
7. Elaborate the term "Universality of Management"

Q.2. (a) Comment on the true nature of management. Is it science or an art? Justify. 07

(b) Briefly compare the contribution of different schools of management. 07

OR

(b) "Managerial skills required at different levels of management are not similar". Do you agree with the statement? Explain with example. 07

Q.3. (a) "An organisation is responsible to all its stakeholders." Explain the statement with respect to the social responsibility of the corporate towards different groups. 07

(b) Briefly explain single use plans and standing use plans with examples of corporate. 07

OR

Q.3. (a) Explain the steps of a controlling process with the help of an example. 07

(b) Define the concept of Authority and explain the difference between delegation and decentralisation of authority. 07

Q.4. (a) A group of female farmers cultivating potatoes wants to start a co-operative society for marketing to the retailers. They do not know the concept of co-operative society. Kindly explain the features along with the advantages and disadvantages. 07

(b) Give an overview of different functions of staffing. 07

OR

Q.4. (a) Discuss the scenario of small scale businesses in India. 07

(b) The management of Laxmi Bank wants to outsource the recruitment and selection process to the HR consultancy firm. Is it the right decision? Justify. 07

Q.5. Parag Trading Limited is a firm manufacturing Jute Shopping bags. It uses left over jute pieces from various jute factories to manufacture stylish

shopping bags. It employs men and women from nearby villages as workers for making these bags.

The firm is doing good business. At present, it is a partnership firm. Gradually, the firm is expanding its market. It has ambitious plans to expand its market to different parts of the country and even export to other countries such as France where there is a ban on use of plastic bags. There is a considerable scope for exporting jute shopping bags to European countries.

The scenario of Jute production is promising in India. There are many Jute factories in India. However, the market share of competitors is higher as compared to Parag Ltd.

Parag Ltd. seeks the help of a consultant to suggest the strategies for increasing its sales and therefore the market share in future.

The consultant extensively studies all the areas of operations and has the following observations.

- The firm has an informal organisation structure.
- The machineries are not technologically advanced.
- The workers are not properly trained and lack motivation.
- Productivity of workers is less.

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

- (a) Should the company change its form of business organisation from partnership firm? If yes, which form should be adopted? Explain in detail. 07
- (b) As one of the promoters of the firm, how would you increase the productivity of the workers? 07

OR

- (a) What should be the base for the departmentation for Parag Ltd, considering that the firm is expanding its operations in to different parts of the country and abroad? Explain in detail. 07
- (b) Which principles of management are applicable to the current situation? Explain briefly. 07