

[Time: 03.00 Hrs]		[Marks:75]
Please check whether you have got the right question paper.		
N.B:	<ol style="list-style-type: none">1. Q.1 is compulsory and carries 20 Marks.2. Q. 8 is compulsory and carries 15 Marks.3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.4. Figures to the right indicate full marks.	

Q.1	(A)	<p>Read the below given Case Study carefully and answer the corresponding questions accordingly:</p> <p>Mr. Rishabh is the Chairman of the Chocolate manufacturing company – ‘Exquisito Chocolates’. With an aim to increase sales, the Board of Directors wanted to start a full-fledged marketing department. Mr. Rishabh is entrusted with the task of finding a suitable candidate to head the proposed marketing department, who will be majorly responsible for formulating strategies for the marketing and sales of ‘Exquisito Chocolates’, managing the overall marketing budget, and ensuring that monthly, quarterly and annual sales targets are being achieved by the team. After considering a number of candidates, he has narrowed down his choice to two persons: Mr. Varun and Mr. Siddharth. Mr. Varun 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 to 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. Varun is willing to shoulder additional responsibilities. He decides quickly and when action is required, he is ‘always on his toes. Mr. Siddharth, during his 15 years of tenure in the company, has endeared himself to all his colleagues with his superior workmanship and pleasing manner. He always believes in the principle of employee participation in the decision-making process. Unlike Mr. Siddharth, 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 production soon after Mr. Siddharth become the head of his department.</p> <p>Answer the following questions:</p> <p>(i) Analyze the leadership & managerial qualities of Mr. Varun and Mr. Siddharth from their brief description provided in the case.</p>	(15)
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(ii) Evaluate, who is most suitable among Mr. Varun and Mr. 6 Level 5 CO5 2 Sidhharth for the position of Marketing Head at 'Exquisito Chocolates'. Also, justify how it will benefit the 'Exquisito Chocolates'.

(B) Match the following:

(05)

Group A	Group B
1) Autocratic Leadership	[a] Employee Oriented
2) Bureaucratic Leadership	[b] Rules and Regulations
3) Consultative Leadership	[c] Complete Freedom to Employees
4) Sociocratic Leadership	[d] Suggestions from Employees
5) Laissez-Faire Leadership	[e] Orders to Subordinates

Q.2

Answer any TWO of the following:

(10)

- (a) Elaborate the role performed by a manager.
- (b) Define the term Strategy and explain the relevance of strategic management and its benefits.
- (c) Explain different approaches of management in an organization.

Q.3

Answer any TWO of the following:

(10)

- (a) What is crisis management? Explain the Four Stages in Crisis Management.
- (b) Mckinsey's 7-S Change Management Model.
- (C) State and explain various Leadership style.

Q.4		<p>Answer any TWO of the following:</p> <p>(a) Describe the significance of outsourcing. How does it help organizations in Total Quality Management?</p> <p>(b) What is the importance of Mind Control? List down any two Mind Control techniques with their relevance.</p> <p>(c) Briefly state any six management principles suggested by Henry Fayol.</p>	(10)
Q.5		<p>Answer any TWO of the following:</p> <p>(a) Write a brief note on Sustainability. List out 3 pillars of Sustainability.</p> <p>(b) Write a detailed note on tools and techniques of Total Quality Management.</p> <p>(c) Explain in detail the managerial roles in the internal and external context.</p>	(10)
Q.6		<p>Answer any TWO of the following:</p> <p>(a) Write a Note on Fink's Crisis model.</p> <p>(b) Write note on Sustainable development Goals and Objectives.</p> <p>(c) What do you mean by organizational success? State and explain the various strategies to prevent making disastrous recruiting choices.</p>	(10)
Q.7		<p>Answer any TWO of the following:</p> <p>(a) Write a note on different steps involved in the Process of Change.</p> <p>(b) Enlist and explain the types of organizational structure.</p> <p>(c) Highlight the various principles of Total Quality Management.</p>	(10)
Q.8		<p>Write short note on any THREE of the following:</p> <p>(a) Importance of Planning</p> <p>(b) Ways to Redress Crisis</p> <p>(c) Barriers to Change Management</p> <p>(d) Differences between a manager and a leader</p>	(15)