PART - A

1. Explain the ‘system approach’ and ‘contingency approach’ of management. How these approaches are used as the integrating approach of managing an organisation? (5+5+10=20)

2. (a) ‘Perceived conflict is the awareness by one or more parties of the existence of conditions that create opportunity for conflict’. Examine and define conflict and illustrate the statement. (15)

(b) Distinguish between Type A and Type B personality. (5)

3. (a) Explain organization design. Describe the important factors that influence design of an organization. (4+6=10)

(b) Differentiate between line and staff functions. (10)

4. (a) “Creativity is a pre-requisite to innovation”. Comment. (10)

(b) Discuss the two theories of entrepreneurship. (10)

PART - B

5. Briefly discuss the utility of training within organisations. How do organisations identify the training needs of their employees? Describe. (10+10=20)

6. Define Market Research. Explain various sources of collecting primary and secondary data for Marketing Research. (20)

7. Write notes on the following: (4×5=20)

(a) Principle of Conservatism
(b) Straight Line Method vs Diminishing Balance Method
(c) Zero-base Budgeting
(d) Job and Process Costing

8. What is investment? How would you use derivative to reduce the risk in your investment portfolio? (6+14=20)

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