

MANAGEMENT (PAPER-I) 2008

Section A

Q1. Write analytical notes on the following in not more than 200 words each. Suitable real-life/hypothetical illustrations may be incorporated, wherever relevant, to buttress your answers:

- (a) Transformational Leadership and Global Environment
- (b) Compensation Packages and Retention of Employees
- (c) Avoidance of Conflicts and Transactional Analysis
- (d) Concept of Fit and Stretch in decision-making

Q2. “Successful managers are motivated to seek power. However, they don’t want this power for personal gain or for the thrill they might experience from wielding power over others. Instead good managers have a socialized power orientation.” Elucidate this in the context of present day socio-economic and political environment.

Q3. The centre of a modern society, economy and community is not technology, nor information, nor productivity but management and managed institutions.”
(Peter Drucker)

Comment upon this statement and discuss in brief, new paradigms of managing business enterprises in the competitive landscape.

Q4. “India is emerging as a globe IT superwork. However, it is not possible to sustain the growth in qualitative terms unless the performance management system of the organisation are geared to meet the inherent challenges of expansion.”

In the light of this statement, give outline of an ideal performance management system for the IT sector.

SECTION -B

Q.5. Write in short on any three of the following in about 200 words each:

- (a) Exchange –trade rupee Future
- (b) Zero –base Budgeting and Market-driven Economy
- (c) Customer Experience Management as a Strategic Approach for Meeting Marketing Challenges of the 21st Century
- (d) Relevance of Modigliani-Miller Dividend Model in Indian Context

Q.8 An entrepreneur is contemplating to launch a product in health-care sector. Presuming yourself to be a marketing expert, describe the sequence of activities that would be required to be undertaken prior to the actual launch of the product.