

Time 2 ½ hrs.

Marks :75

Q.1) A) Fill in the blanks with appropriate choices given below. **(Any 8)** (8)

- 1) The _____ function carries out research, organizes advertising and product Promotion.
a) Sales b) Marketing c) Production
- 2) _____ implies increasing sales by selling present products in the new markets.
a) Market Penetration b) Market Development c) Product Development
- 3) Industrial sickness contributes to _____ cost economy.
a) High b) Medium c) Low
- 4) In April 1997, the name of Industrial Reconstruction Bank of India (IRBI) has been changed to _____.
a) IIBI b) IDBI c) SIDF
- 5) The process of eliminating errors thereby improving the overall quality is _____.
a) BPR b) TQM c) Restructuring
- 6) JIT stands for _____.
a) Just in Through b) Just in Time c) Just in Type
- 7) LinkedIn is an example of _____ networking.
a) Social b) Business c) Personal
- 8) _____ is a temporary partnership.
a) Merger b) Joint Venture c) Takeover
- 9) _____ is the process of influencing people to achieve group objectives.
a) Staffing b) Leadership c) Controlling
- 10) _____ involves up gradation of technology to increase production to improve quality and reduce wastages and cost of production.
a) Diversification b) Modernization c) Vertical Integration.

Q.1) B) State whether the following statements are True or False. **(Any 7)** (7)

- 1) Change is the mark of growth and survival.
- 2) Spin off is another version of survival strategy.
- 3) Sickness in industrial units is a gradual process and does not develop suddenly.
- 4) Human activities conducted for earning money are called as Non economic activities.
- 5) Industrial sickness relates to uneconomic functioning of Industrial units.
- 6) Zen means “to Change” and Kai means “good”.
- 7) Turnaround and Downsizing are one and the same.
- 8) Creativity is limited to artists, writers, painters, musicians etc.
- 9) A CEO alone can bring into successful turnaround strategy implementation.
- 10) Initial investment in SOHO is quite high.

Q.2) a) What is Business? Explain the different characteristics of business objectives. (8)

b) Explain the term Turnaround Management. Explain the indicators of successful turnaround. (7)

OR

c) Discuss in detail Internal and External Growth Strategies adopted by Business organisation. (15)

Q.3) a) What is Industrial Sickness? Explain Internal reasons of Industrial Sickness. (8)

b) Briefly explain the role of Government to overcome Industrial Sickness. (7)

OR

c) Define BPR. Explain various elements of BPR (8)

d) Distinguish between –TQM and BPR (7)

- Q.4) a) What is Reengineering team? What is the role of BPR leader? (8)
b) Explain 5S Principles. What are its benefits? (7)
OR
Q.4) c) What is Franchising? Explain its different types. (8)
d) Explain the term Outsourcing. What are the different advantages of outsourcing? (7)
- Q.5) a) Explain the entities involved in outfitting a team for turnaround management. (8)
b) Discuss the various styles of Decision making in the turnaround process. (7)
OR
Q.5) Write short notes on (Any Three) (15)
i) Business Objectives
ii) BIFR
iii) Flowcharts
iv) Present status of Starts up in India
v) Organisational Change