

School of Finance and Commerce**Bachelor of Business Administration in Financial Investment Analysis
Semester End Examination - Jun 2024****Duration : 180 Minutes
Max Marks : 100****Sem II - H1UB201T - Business Organization and Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

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| 1) | Define marketing management. | K1(2) |
| 2) | Explain the directing function of management. | K2(4) |
| 3) | Explain the role of SEBI in governing the financial market.ex | K2(6) |
| 4) | Illustrate the evolution of the Indian manufacturing sector. | K3(9) |
| 5) | Describe the concept and functions of human resource management in detail. | K3(9) |
| 6) | Evaluate the causes of rapid increase in tertiary sector. | K5(10) |
| 7) | “Absolute rationality in decision making is an illusion”. Examine the statement with examples | K4(12) |
| 8) | Evaluate the different forms of public sector enterprises with examples. | K5(15) |
| 9) | Elaborate the stages of development of a group given by Bruce Tuckman. | K5(15) |
| 10) | You are the general manager of a large company. After an extensive study of operations, you approved the installation of new machines and a new scheduling system. This investment was expected to result in substantial increase in the productivity and decrease in manufacturing costs. To the surprise of everyone, the productivity has not increased as expected. In fact, productivity has dropped, quality has fallen off and workers’ complaints have increased after the installation of new machines. The representatives of the machine suppliers have thoroughly checked the operations in plant and are satisfied that the plant should operate at peak efficiency. You have no reason to believe that new scheduling system may be the culprit. But your immediate subordinates insist that the new scheduling system is operating as intended. Some believe that the drop in productivity is caused by a combination of factors such as poor training, poor supervision, lack | K6(18) |

of financial incentives and poor morale. Your President called you in the morning and reviewed your production figures for the last quarter. He is concerned about the effectiveness of your investment decision to acquire new machines. He indicated that the problem was yours and you should resolve the problem without further delay. QUESTIONS: a. What is the problem in this case? b. Do you agree with the general manager's approach in introduction of change in the organization? Give reasons for your answer. c. As the general manager, what steps will you take to resolve the problem?