

If the questions attempted are in excess of the prescribed number, only the questions attempted first up to the prescribed number shall be valued and the remaining ones ignored.

Answers may be given either in English or in Bengali but all answers must be in one and same language.

GROUP – A

Answer any three questions :-

1. (a) State Mccarthy's 4 ps; explain with suitable examples. 20
(b) Explain the different types of Demand with examples. 20
2. (a) Explain Fayol's 14 principle of management. 25
(b) As HR manager, why do you think that delegation of responsibility has to be associated with delegation of authority? 15
3. (a) What are the roles of a manager in the organisation? 20
(b) What are the steps of taking decisions under uncertainty? 20
4. (a) What are the basic differences between Administrative and Management Concepts? 10
(b) Design an organisational structure for a medium size organisation. - Explain Scater-Chain. 30
5. (a) Discuss the basic style of leaderships. 30
(b) Give your opinion about the Authoritarian. 10

GROUP – B

Answer any two questions :-

6. (a) Discuss about the implementation of the 51s' principle in an organisation. 20
(b) Analyse the failure of implementation of 'JIT' in most of the Indian organisations. 20
7. (a) Analyse the merits of 'Conflicts' in implementing any decision in the organisation. 25
(b) What are the basic factors which requires a conflict resolution-manager? 15
8. (a) Discuss the evolution process of the changing function of 'Purchase manager' - 'Materials Manager' - 'Supply Chain Manager'. 15
(b) Draw a flow diagram explaining the 'Bull-whip effect' in Supply Chain. 25

9. Write short notes on any two :-

- (a) Six Sigma
- (b) E R P
- (c) Span of control
- (d) M B O.

20 x 2

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$