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| Sr. No. of Question Paper | : | |
| Unique Paper Code | : | 22411303 |
| Name of the Paper | : | Management Principles and Applications |
| Name of the Course | : | B.Com (H) CBCS |
| Semester | : | III |
| Duration | : | 3 Hours |
| Maximum Marks | : | 75 |

Instructions for Candidates

1. Attempt any four questions.

2. All questions carry equal marks.

3. Answers may be written *either* in English *or* in Hindi; but the same medium should be used throughout the paper.

1. “Coordination is the orderly arrangement of group efforts to provide unity of action in the pursuit of a common purpose.” Explain how coordination is the essence to management.
2. “A lot of decision making in modern organizations is in groups” In the light of this statement discuss the major group decision making techniques.
3. Which Mintzberg’s design requires the management to give up the most control? Why in power control terms, it is least desirable out of the five configurations.
4. “The underlying principle of EVA is to determine whether business is earning higher rate of return on the funds invested than the cost of the funds” Discuss.
5. What does Workforce Diversity mean to you? Discuss the different benefits as well as drawbacks of workforce diversity and how to manage it successfully.
6. What is industry structure? Discuss the primary model to assess the structure of industries, developed by Michael E. Porter.