

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 1 – EXAMINATION – WINTER 2018****Subject Code: 3519205****Date: 29/12/2018****Subject Name: Business Structure and Management****Time: 10:30am To 1:30pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

<b>Q. No.</b>		<b>Marks</b>
<b>Q.1</b>	<b>Definitions</b>	<b>14</b>
	(a) Efficiency	
	(b) Functional Managers	
	(c) Social Audit	
	(d) Retail Co-operatives	
	(e) CPM	
	(f) Line Organization	
	(g) Innovation	
<b>Q.2</b>	(a) Which are the principles given by Henry Fayol and Frederick Taylor can be used to structure an organization? Describe application of it in detail.	<b>07</b>
	(b) Explain Management as Science and Art with suitable examples	<b>07</b>
	<b>OR</b>	
	(b) There is a difference between a Manager and Entrepreneur. Justify the statement	<b>07</b>
<b>Q.3</b>	(a) Explain various forms of Business Organizations.	<b>07</b>
	(b) IVY's Fashions is doing very good in the market in terms of its business and profits but has not been contributing to the society. Suggest Ten CSR activities that can help the company to become socially responsible	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Explain Staffing and its Importance in Detail	<b>07</b>
	(b) Mr Mohit wants to start his own Ice Cream Manufacturing Company. You are appointed as a consultant to advice on how to start this new business. Suggest the factors to be considered before starting a new business.	<b>07</b>
<b>Q.4</b>	(a) Explain the functions/Process of Management	<b>07</b>
	(b) Explain the significance of small scale industries in India	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) What is budgeting and explain its different types	<b>07</b>
	(b) Explain the decision making process in detail.	<b>07</b>

**Q.5 CASE STUDY: [www.FirstRanker.com](http://www.FirstRanker.com) [www.FirstRanker.com](http://www.FirstRanker.com)**

Mr. Khanna, the CEO of international machine company, closed eyes and his thoughts reflected on the success of his firm, which produces and distributes a line of textile and embroidery machine. That afternoon at a meeting with distributors from different territories, Mr. Khanna was urged to introduce new models to satisfy the changing demand of the customers. With changing fashions and customers knowledge about different types of fabric and styles, it had become necessary to introduce new machines. The CEO, who has done his engineering in textiles background, recognized the implications of the suggestions that came from distributors. These implications would require greater investments in R&D. Furthermore, the changes in the highly automated production line would be very costly indeed. Also having a wider variety models would require stocking many more spare parts. Depending on the type of changes, workers might need to be retained. Reflecting on previous staff meeting, the president realized that sales or marketing people always wanted a greater variety of models but never acknowledge the costs involved in changing models. After all till now the company had been extremely successful with selling a few models. Consequently, the president decided against the introduction of new models. Instead he considered improving the current models and reducing the cost and price. He felt that what the customer really wanted was value. Nevertheless, to test his judgment, the president asked a consultant for an opinion.

- (a) How would you state the mission of the enterprise? Are you satisfied with the decision of the CEO? **07**
- (b) It is said that to be successful, an organization must be an open system, what does it mean and how does it apply to this case? **07**

**OR**

- Q.5** (a) What would you think of the opportunities and threats in the external environment? **07**
- (b) How would you go about evaluating the strengths and weaknesses of the firm? What factors are critical to success or failures? **07**