

Total No. of Questions : 6]

SEAT No. :

P3021

[Total No. of Pages : 4

[5805]-409

M.Com. (Part - II) (Semester - IV)

433 : RECENT ADVANCES IN BUSINESS ADMINISTRATION

Business Administration

(CBCS) (2019 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions to the candidates:

- 1) Question No. 1 and Question No. 6 are compulsory.
- 2) Solve any Three Questions from Question No. 2 to Question No. 5.
- 3) Figures to the right side indicate full marks.

Q1) Fill in the Blanks (Attempt any six) [6]

- i) The purpose of change management is to implement strategies for _____.
 - a) Effective change
 - b) Controlling change
 - c) Helping people to adapt to change
 - d) All of the above
- ii) _____ data is hidden in amongst _____ data and can give the contact center clearer insight into how a customer was feeling.
 - a) Hard; Soft
 - b) Soft; Hard
 - c) Quantitative; Qualitative
 - d) Qualitative; Quantitative
- iii) _____ describes two firms of approximately the same size, who join forces to move forward as a single new entity.
 - a) Joint Venture
 - b) Merger
 - c) Acquisition
 - d) None of the above
- iv) _____ is about the restructuring and renewal of a company in order to revive it.
 - a) Change Management
 - b) Innovation Management
 - c) Turn Around Management
 - d) Global Management
- v) Global Management includes managing employees and operations in different countries and _____.
 - a) Different time zone
 - b) Different languages
 - c) Different cultures
 - d) All of the above

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- vi) _____ Organizations identify their most valuable customers and ensure their satisfaction.
- a) Customer Centric b) Product Centric
c) Employee Centric d) Profit Centric
- vii) _____ is NOT included in the process of Managing change.
- a) Setting the Right Target
b) Tracking and Monitoring
c) Development of Tracking & Monitoring Instruments
d) Implementation and Management
- viii) In March 2010, Mrs. Pratibha Patil announced the Government's vision by declaring the current decade as the _____.
- a) Decade of Innovation b) Decade of Globalization
c) Decade of Change d) Decade of Turn Around

Q2) What is the meaning of Change Management? Explain in detail the Principles of Change Management. [14]

Q3) Define Customer-Centric Approach. Explain in detail the Customer-Centric Strategies. [14]

Q4) State the meaning of Global Management. Explain in detail the significance of Global Management. [14]

Q5) What is the meaning of Innovation? Explain in detail the significance and advantages of Innovation. [14]

Q6) Write short notes on: (Any two) [12]

- a) Strategic Approach towards Changing Business Environment.
b) Ways to measure the success of a Customer-Centric Company.
c) Acquisition and Mergers.
d) Restructuring and Re-engineering.



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(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 60

- सूचना :
- 1) प्रश्न क्रमांक 1 आणि प्रश्न क्रमांक 6 अनिवार्य आहेत.
 - 2) प्रश्न क्र. 2 पासून प्रश्न क्र. 5 पैकी कोणतेही तीन प्रश्न सोडविणे.
 - 3) उजवीकडील अंक गुण दर्शवितात.
 - 4) संदर्भासाठी मुळ इंग्रजी प्रश्न पत्रिका पाहावी.

प्रश्न 1) रिक्त जागा भरा. (कोणत्याही सहा)

[6]

- i) बदल व्यवस्थापनाचा उद्देश साठी धोरणे राबवणे हा आहे.
 - अ) प्रभावी बदल
 - ब) बदल नियंत्रित करणे
 - क) लोकांना बदलाशी जुळवून घेण्यास मदत करणे
 - ड) वरील सर्व
- ii) डेटा डेटामध्ये लपलेला आहे आणि संपर्क केंद्राला ग्राहकाला कसे वाटत होते याची स्पष्ट अंतर्दृष्टी देऊ शकते.
 - अ) हार्ड; सॉफ्ट
 - ब) सॉफ्ट; हार्ड
 - क) परिमाणवाचक; गुणात्मक
 - ड) गुणात्मक; परिमाणवाचक
- iii) अंदाजे समान आकाराच्या दोन कंपन्यांचे वर्णन करते, जे एकल नवीन अस्तित्व म्हणून पुढे जाण्यासाठी सामील होतात.
 - अ) संयुक्त उपक्रम
 - ब) विलीनीकरण
 - क) संपादन
 - ड) वरील पैकी काही नाही
- iv) म्हणजे एखाद्या कंपनीचे पुनरुज्जीवन करण्यासाठी त्याची पुनर्रचना आणि नूतनीकरण.
 - अ) बदल व्यवस्थापन
 - ब) नाविन्यपूर्ण व्यवस्थापन
 - क) टर्न अराउंड मॅनेजमेंट
 - ड) जागतिक व्यवस्थापन

