

[48]

SARDAR PATEL UNIVERSITY
M. COM (FIRST SEMESTER) (CBCS)

2017

FRIDAY, 17th NOVEMBER

10.00 a.m. TO 1.00p.m.

02

COURSE TITLE: STRATEGIC BUSINESS MANAGEMENT-I (NEW COURSE)
COURSE CODE: PB01CCOM21

Maximum Marks: 70

SECTION-I

Q.1. Define the term management and explain importance of management in detail. 18

OR

Q.1. Discuss the principles and characteristics of decision making in detail. 18

Q.2. A. Explain the objectives of MIS. 09

B. Discuss areas of MIS. 08

OR

Q.2. What is MIS? Explain the process of MIS in detail. 17

SECTION-II

Q.3. Describe conflict management in detail. 18

OR

Q.3. A. Explain the need for co-ordination. 09

B. Discuss dysfunctional aspect of conflict. 09

Q.4. How TQM and traditional management can be differentiating? –
Explain in detail. 17

OR

Q.4. Clarify the concept of quality and explain why TQM is required in recent time? 17

(P.T.O.)