

(81)
[Eng]

SEAT No. _____

No. of Printed Pages : 2

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

2018

MONDAY, 22nd OCTOBER

10.00 a.m. TO 1.00p.m.

COURSE TITLE: STRATEGIC BUSINESS MANAGEMENT-I
COURSE CODE: PB01CCOM21

Maximum Marks: 70

Instructions:

1. Answers to the two sections are to be written separately in answer-book.
2. Figures to the right indicate full marks of the questions.

SECTION-I

Q.1. Define the term management and discuss why management is important in business? 18

OR

Q.1. What is decision making? Explain decision making process in detail. 18

Q.2. Discuss the areas and elements of MIS in detail. 17

OR

Q.2. How MIS is useful to the business? –Explain with suitable examples. 17

SECTION-II

Q.3. Discuss conflict management in detail. 18

OR

Q.3. Explain need and types of co-ordination in detail. 18

Q.4. Why TQM is essential for business? –Explain with suitable illustrations. 17

OR

Q.4. Write Notes on: 17

A. Characteristics of TQM.

B. Traditional Management.

(P.T.O.)

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