





12. a) List the various steps in the planning process and explain them.

(OR)

b) Explain any three types of decision making processes that are relevant to large decentralized organizations.

13. a) Compare and contrast the role of formal and informal groups in an organization.

(OR)

b) Write short notes on :

i) Delegation of authority

ii) Organization Structure.

14. a) Why is communication essential for management ? What are the hurdles to effective communication in an organization ?

(OR)

b) How can an organization inculcate cultural diversity ? What are the challenges such organizations face ?

15. a) Compare and contrast budgetary vs non-budgetary control techniques.

(OR)

b) How can technology be used to improve the 'controlling' function in an organization ?

PART – C

(1×15=15 Marks)

16. a) Harshini, is a tailor by profession and has an experience of 10 years. She is specialized in making outfits for new borns and infants. She has been getting orders through referrals and has never advertised through any media. Her most recent turnover was Rs. 5,00,000/- per year and has three employees. Her business is operated from a small rental shop located in a posh locality. She is currently considering expanding her business to include ready-to wear garments for kids and infants. Her investment potential is Rs. 50 lakhs. Suggest how she has to execute her expansion plans.

(OR)

b) With improvements in technology numerous organizations are now operating in the virtual space with no physical structures such as offices or production houses. Compare and contrast the applicability of the principles of management to such organizations with traditional organizations.