

**INSTRUCTIONS :**

- i) Attempt all questions.
- ii) All questions carry equal marks.
- iii) Figures to right indicate full marks.

- Q.1 a) Define Project study. Give Example. 5  
 b) Discuss Project methodology. 5  
 c) Give the format of a Project Report. 5

OR

**Q.1 Analysis the following case and answer the following questions :****Control And Discipline :**

Kapoor and Kapoor Travels is a decade old business with its head office at Delhi and branches at Kolkatta, Mumbai and Chennai. It has gained prominence in organising package tours within and outside India. Its office in Mumbai is manned by a Manager, one supervisor and ten office assistants. The bulk of the work was done at the counters which was attended by office assistants. The supervisor was responsible to ensure customers.

The division of work so far did not create any problem and the worked congenially. On grounds of financial misappropriation two office assitants were dismissed from the job, In order to ease the burden of work at the counters, the management served a letter to supervisor stating that in addition to his duty as a supervisor be will also be required to look after the work at the counter.

The supervisor, who enjoyed a superior status in the office was made to work like any other office assistant. This infuriated the supervisor and the anger was displayed by overall decline in the quality of service to the customers. The complaints of customers steadily increased resulting into loss of business, to this fast growing travel agency.

The manager presented the case of supervisor to the management and pleaded to employ two new office assistants so that the business continues without crisis.

The management snubbed the manager and told him no new appointments will me made.

**Questions :**

- 1) Can you justify the action of the management.
- 2) Did the management not act in hurry? What alternative action was available to the management?
- 3) What suggestions can you provide so that such situations are avoided at other branches ? 15

- Q.2 Why there has been an emergence of new Management Profession in our society ?  
 What are the challenges posed by the new economic environment to professional managers ? 15

OR

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**Q.2** What is Executive summary or Synopsis of a Project ?  
Explain how it reflects the contents of the project report. **15**

**Q.3** You have been assigned a project of studying the management practice of a joint stock company. Explain your experience about the same. **15**

**OR**

**Q.3** What is case Analysis ?  
What are the steps in analysing a case ? Discuss how do you evaluate the best alternative solution, and suggest an action plan. **15**

**Q.4** **Answer in brief : ( any 3)** **15**  
1) Ethical values in management practices.  
2) Problem solving skills  
3) Profile a an Indian Manager  
4) Managerial attitude  
5) Project presentation skill.

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