

BA / BSc / BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2024
UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE (MARKETING MANAGEMENT)
COURSE: 24UBBADSC102: GENERAL BUSINESS MANAGEMENT

(For Regular 2024 Admission)

Time: 2 Hours

Max. Marks : 70

PART A

Answer All (2 marks each)

1. Describe how management literature defines the concept of management.
2. Describe the term Marketing and the utilities it offers.
3. Describe the importance of financial management in an organisation by focusing on its objectives.
4. Explain the term TQM
5. Describe various criteria that mandate CSR activities in an organization.

(2 x 5 = 10)

PART B

Answer any 5 (5 marks each)

6. You are creating a detailed blueprint of an organisation. Discuss the functional areas you would include and how each function would contribute to the organisation's success.
7. A renowned fashion brand from France is entering the Indian market with its new clothing line. Develop a suitable marketing mix for the company.
8. How does BIS work in an organization? Elaborate the points with the help of day-to-day examples you notice.
9. XY Ltd is planning to acquire spinning machinery. After basic research they got three alternatives. As a financial manager you are asked to decide which machinery is to be selected. How do you suggest to the company which alternative is the best among them?
10. Assume that you are a personal financial planner. A client, having an age of 58, approaches you for some advice about retirement planning. How do you advise the client? What may be the criteria you consider for having a good financial plan?
11. Elucidate any three examples of CSR activities that you have noticed in the current global scenario
12. The environment has evolved a business as a responsible artificial citizen towards the society. Do you agree? Explain how business ethics can be practiced in a business in the current scenario.

(5 x 5 = 25)

PART C

Answer any one question (10 marks)

13. Enumerate the purpose of management in an organisation with suitable examples.
14. Raising finance for a company involves a series of steps to be followed by a finance manager. As a financial management student, explain various long-term sources available

for a company to meet its financial requirements and the factors to be considered while selecting the feasible source of fund.

(10 x 1 = 10)

PART D
(25 marks)

15. ABC Corporate Solutions is a mid-sized software development firm specializing in creating custom software solutions for small to medium-sized businesses. Over the past few years, the company has experienced rapid growth and is now facing challenges related to project management, team coordination, and quality control.

The company recently secured a significant contract to develop a comprehensive Customer Relationship Management (CRM) system for a major client. This project is critical for ABC, as it will test their capabilities and enhance their market reputation.

Scenario:

The CEO, Mr. Malcolm, signed the work order with the client without consulting the project team, fearing that discussion might jeopardize the deal. Although the project was scheduled to last three months, Mr. Malcolm observed that progress was slower than anticipated. In response, he convened a meeting with key stakeholders to review the project's status.

During the meeting, the project head, Mr. Srivastava, identified a major challenge: the timeline specified in the agreement was too short for successful implementation. Additionally, some critical activities had not yet begun due to insufficient manpower. The identification of required skills was not done according to the desired format. The team could not identify internal potential manpower to fill some of the critical roles in the project. The project team was not clearly informed about the critical activities and the time allotted for each. Top management failed to give adequate importance to the client's requirements. Mr. Srivastava also noted that the meeting would have been more productive if it had been held before the project commenced.

Answer the following

1. Identify the issues related to the lack of planning in the project at ABC Corporate Solutions.
2. Analyze the challenges related to manpower shortages in the project. How can these challenges be addressed?
3. Analyse the issues related to top management in this project.
4. Suggest an action plan that ABC Corporate Solutions should implement during meetings to ensure the project is completed within the expected timeframe.

(25 x 1 = 25)