

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA - GOA

B.COM. (SEMESTER-I) SUPPLEMENTARY EXAMINATION,
MAY/JUNE 2019

GENERAL MANAGEMENT - I (Old Course)

DURATION: 2 Hours

MARKS: 80

INSTRUCTIONS: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. I. Answer **ANY FOUR** of the following. (4×4 =16)

- Write a short note on marketing management.
- Write a short note on bureaucratic approach to management
- Write a short note on scientific approach to management.
- Explain features of effective decision making.
- Write a short note on creativity in decision making.
- Explain different types of disasters.

Q. II. Answer **ANY FOUR** of the following. (4×4 =16)

- Write a short note on personnel management.
- Explain Henry Fayol's principles of management (any 4)
- Explain the benefits of rationality in decision making (any 4)
- Explain the limitations of rationality in decision making (any 4).
- Write a short note on logistic management.
- Write a short note on supply chain management.

Q.III.A. Distinguish between administration and management. (12)

OR

B. Explain features of management. (any 8) (12)

Q.IV. A. Explain the features of Japanese style of management. (12)

OR

B. Explain the features of American style of management. (12)

Q.V. A. Explain types of managerial decisions. (any 8) (12)

OR

B. Explain the steps in decision making process. (12)

Q.VI. A. Explain the causes of stress. (Any 8) (12)

OR

B. What is event management? Explain the process of event management. (12)

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