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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, December 2014

(MANAGEMENT PRACTICES)

(SECOND YEAR)

240. GLOBAL MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. Define Management.
2. What is Strategic Management?
3. Write short notes on Japanese Management.
4. What are the features of Business Policy?
5. Explain QWL.
6. Write short notes on Business Ethics.
7. What is Ecology?
8. Write short notes on corporate social challenges.

SECTION – B

(3×10=30)

Answer any THREE questions

9. Explain the different functional areas of management.
10. Explain the scope of total quality management.
11. Describe various environmental issues of an organisation.
12. Differentiate policy and procedure.
13. Explain the need of ethics in business.

SECTION-C

(1×15=15)

Answer any ONE question

14. Explain the role of women in management with an example.
15. Explain about ISO 9000 with an example.
16. Discuss about relationship between business and its social responsibility.

SECTION-D

(1×15=15)

(Compulsory)

17. Explain about various ethical challenges and issues faced by Indian business with an example.
