

Seat No. : _____

XU-122

April-2013

Five Years M.B.A. Integrated (K.S.)

5th MBA

Public Enterprise Management

Time : 3 Hours]

[Max. Marks : 70

Instruction : Be neat & legible.

1. Explain the performance of PEs since Independence and simultaneously discuss the Political Philosophies operating there in. **14**
2. Explain any **two** :
 - (a) Need to Balance Autonomy and Accountability. **7**
 - (b) Levels of Evaluation of Efficiency. **7**
 - (c) Accountability through Annual Report and Accountability to Court. **7**
3. Define Holding Company. Explain the characteristics of Holding Company and give an idea about 'Sail Model' in the context of Holding Company. **14**

OR

Explain :

- (a) Pricing practices of PEs in India. **8**
 - (b) Pricing policy of AMTS. **6**
4. (a) Explain the concept of MOU and discuss the Institutional Arrangements for implementing MOU policy. **10**

OR

What is Public Relation ? Explain Public Relation in the context of 'The Consumer'.

- (b) Give a brief idea about Public Relation of Indian Railway. **4**

5. Write a brief note on :
 - (a) Macro level impact of Privatization. **7**
 - (b) Contents of MOU. **7**

OR

Discuss the Determinants and Constraints of Privatization in the context of Global Experience. **14**