



Seat No. : _____

DC-104

December-2025

Five Years, Integrated M.B.A., Sem.-V

MBA (Integrated), MBA (Integrated) in BI, MBA (Integrated) in APR
DSC-C-CMP-353 : Contemporary Management Practices (CMP)

Time : 2:00 Hours]

[Max. Marks : 50

- Instructions :**
- (1) This paper contains **Five** questions.
 - (2) **All** questions are compulsory.
 - (3) Question No. **1, 2, 3, 4** have internal options.
 - (4) Figures in the right side indicate marks.

1. **Case Study :** **10**

EcoGlow Naturals, a mid-sized Indian personal care brand, noticed that consumers were becoming increasingly conscious about the environmental impacts of the products they used. Competitors were already highlighting “natural,” “organic” and “eco-friendly,” but most claims were vague and unverified. EcoGlow wanted to differentiate itself through authentic green marketing practices.

The company redesigned all its products around sustainability. Its shampoos, soaps and face creams were made using plant-based ingredients sourced from certified organic farms. To reduce plastic waste, EcoGlow introduced refill pouches, reusable glass containers and biodegradable packaging made from sugarcane fiber.

They launched a “Return & Reuse” program where customers could return empty containers to stores for discounts on future purchases. EcoGlow also partnered with local NGOs to plant one tree for every 50 products sold—an initiative promoted through QR codes on the packaging.

In its marketing campaigns, EcoGlow used clear, evidence-backed claims. Instead of vague terms like “eco-friendly,” the company highlighted specifics such as “98% biodegradable formula,” “0% microplastics,” and “100% cruelty-free certified.”

The strategy attracted environmentally conscious buyers, especially urban millennials. However, the products were priced higher due to sustainable sourcing and some customers questioned whether the premium price was justified. EcoGlow now needed to balance affordability with sustainability while staying true to its green values.

- (1) Identify the green marketing practices adopted by EcoGlow. Explain its importance for business branding.
- (2) What challenges did the company face in implementing green marketing practices ? How could these affect customer decisions ?

OR

1. **Case Study :** **10**

Speedex Couriers, a mid-sized logistics company, was facing serious operational delays. Deliveries were often late, loading times at the warehouse were unpredictable and employees used different methods to perform the same tasks. Customer complaints increased and management realized the need for a more systematic approach to improve efficiency. To solve this, the new Operations Manager, Mr. Arjun Sharma, introduced some reforms along with some corrective and preventive actions.

He began by conducting time-and-motion studies on how delivery staff loaded parcels, prepared delivery routes and documented delivery confirmations. After several weeks of observation, he identified unnecessary movements, duplicated tasks and inefficient routing methods.

Based on the study, Speedex introduced standardized procedures for parcel sorting, barcode scanning, and loading sequence. Delivery routes were optimized using software and workers received training on the *best method* identified through scientific analysis.

Employees were also assigned tasks according to their skill levels—experienced drivers were given high-density urban routes, while new drivers handled shorter, simpler routes. A performance-based incentive system was introduced to reward workers who met or exceeded delivery benchmarks.

The changes led to faster loading times and more timely deliveries. However, some workers felt that the new standards were too rigid and increased work pressure. A few employees complained that management focused too much on speed and not enough on worker fatigue or job satisfaction. Speedex now had to decide how to maintain high efficiency without overburdening employees.

- (1) How did time-and-motion studies help Speedex improve operational efficiency ? Explain their purpose and outcomes.
- (2) What challenges or limitations did the employees face due to the implementation of scientific management practices ? How could this impact performance ?

2. Explain Peter Drucker’s Contribution to the School of Management Thoughts. **10**

OR

2. Explain Max Webber’s Contribution to the School of Management Thoughts. **10**

3. What is Auditing ? Explain different types of Audit. **10**

OR

3. What is outsourcing ? Explain different types of outsourcing. **10**

4. What is Marketing Innovation ? Explain different types of Marketing Innovation. **10**

OR

4. What is HR Audit ? Explain its importance. **10**

5. Explain the following terms : (Any 10)

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- (1) HR Analytics
 - (2) Business Ethics
 - (3) TAM
 - (4) IDS
 - (5) Investigation
 - (6) Statutory Audit
 - (7) Marketing of Innovations
 - (8) Ambush Marketing
 - (9) Humanistic Thought of School of Management.
 - (10) Scientific Thought of School of Management.
 - (11) Event Marketing
 - (12) Internal Audit
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