

AL-104

April-2015

F.Y. M.B.A., (End Semester) (Integrated)

Business Management – II

Time : 3 Hours]

[Max. Marks : 100

Instructions : (1) All questions are compulsory.
(2) Each question carries equal marks.

1. (a) What are the important features of a bureaucratic administration ? Describe its merits and demerits with relevant examples. **10**
(b) Explain in detail both Neo-Classical theories in detail with relevant examples. **10**
2. (a) How do you think process layout differs from product layout ? Discuss the main merits and demerits for both. **10**

OR

Discuss the importance of proper plant layout. Also highlight the objectives of good layout.
- (b) An industrial unit manufacturing chemicals is planning to set up its plant at Naroda in Ahmedabad. Explain which factors affect the decision related to location selection in this case. **10**
3. (a) What is purchasing ? Explain purchase cycle in detail with relevant examples. **10**

OR

What is Inventory Management ? Explain categories of inventory management and various cost associated with it.
- (b) A company uses 2400 units per month of an electronic component each costing ₹ 4 placing each order costs ₹ 100 and the carrying cost is 6% per year of the average inventory.
 - (i) Find EOQ **5**
 - (ii) If the company gets 5% discount if it places single order, should they accept the discount offer ? **5**
4. (a) Write a note on : (attempt any **two**) **10**
 - (i) Essentials of effective control system
 - (ii) Problems in Control Process
 - (iii) Merits and Demerits of Budgetary Control

(b)

'Time period in days'

10

Activity	Immediate Precedent activity	T _O	T _M	T _P
A	–	4	7	13
B	–	6	9	11
C	–	5	7	9
D	A	3	5	7
E	B	7	8	10
F	C	2	3	5
G	D, E	6	7	8
H	F, G	2	3	4

- (i) Draw a network diagram through A-O-A method.
(ii) Find out critical path and its duration.

5. (a) Which Macro-environmental factors will affect a business firm in India ? Explain in detail. 10
- (b) Write a detailed note on “Project Shakti” & “E-Choupal” started by HUL & ITC respectively. Which interest groups are affected by CSR activities carried by organization ? Explain. 10