

Seat No. : \_\_\_\_\_

**LA-108**

**April-2014**

**5<sup>th</sup> Year MBA (K.S. Integrated)**

**Public Enterprise Management**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Note :** Be neat and legible.

1. Explain the concept of Public Enterprise. Discuss the general objectives of Public Enterprises in India. 14
  
2. Explain any **two** : 14
  - (a) Levels of Evaluation of Efficiency
  - (b) Accountability to Audit
  - (c) Accountability and Autonomy
  
3. Write brief notes on :
  - (a) Advantages and disadvantages of holding company. 7
  - (b) Public Relation of B.R.T.S. 7

**OR**

- (a) Define Public Relation. Explain Public Relation activity of AMTS in Gujarat. 7
- (b) What is the importance of Financial Management in Public Enterprise ? Explain with an example. 7

4. (a) Discuss various pricing strategies used by PEs. 7
- (b) What do you understand by Personnel Management ? Discuss Personnel Management strategy carried out by ONGC. 7

**OR**

- (a) Explain the importance and working of Memorandum of Understanding in PEs. 7
- (b) Explain Personnel Management strategy of 108 Services in Gujarat. 7

5. Explain the factors that act as determinants and constraints of privatization in terms of Global experience. 14

**OR**

Discuss the impact of privatization at micro and macro level (Global context).

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