



Name :

Roll No. :

Invigilator's Signature :

CS/M.Phil (MGMT.)/SEM-1/MPH-001/2010

2010

GENERAL MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Answer any *five* questions. 5 × 14 = 70

1. Show how diversity in consumer groups may affect marketing decisions of an organization. 14

2. a) Differentiate between Macro- and Micro-environment. Why should environment scanning be done and how can it be done ?

b) Differentiate between Data and Information with suitable example. Assuming correctness of facts and authenticity of source, information still has to be Complete, Accurate, Relevant and Timely to be meaningful. Explain these characteristics and show their importance in taking a decision. 14



3. In Scheduling $n/1/\bar{F}$ problem prove that
- a) the ratio of the average number of jobs to the maximum number of jobs in the shop is equal to the ratio of the average flow time to the maximum flow time.
 - b) the number of jobs in the shop is directly proportional to the average flow time for a given flow time. 14
4. Find out the forecast of the 12th period using Single Exponential Smoothing Method for the following data. (Consider $\alpha = 0.2$). Calculate
- a) Mean error
 - b) Mean absolute error
 - c) Mean absolute percentage error.

Month	Observed value
1	210
2	150
3	145
4	195
5	310
6	175
7	170
8	130
9	240
10	265
11	235



5. a) What are the characteristics of an open system ? Consider any organization and explain why it is considered as an open system.
- b) What are different levels of organizational diagnosis ? Design a diagnosis plan for analysis of group functioning in an organization. 6 + 8
6. a) "All conflicts are dysfunctional for the organization". Do you agree or disagree ? Justify your opinion.
- b) What are the major sources on intergroup conflict in an organization ? Discuss management's role in managing interpersonal and intergroup conflict. 4 + 10
7. Explain the meaning of any *two* of the following terms and their implications for economic policy :
- a) Adverse selection
- b) Moral hazard
- c) Signalling. 14
8. a) Will a risk-averse individual gamble ? Will a risk lover purchase insurance ? Give reasons and explain your answer with a diagram.
- b) A new pizza place has opened at the street corner right across from Pizza Hut. Local residents mostly eat at this new pizza place. Tourists all eat at Pizza Hut. Explain why this is so. 14