



HDY-010-008103

Seat No. _____

**M. Phil. (Business Management) (Sem. I)
(CBCS) Examination**

November / December – 2017

12103 : Advances in Management

Faculty Code : 010

Subject Code : 008103

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

- 1 Define term Management and discuss main functions of management.

OR

- 1 Contradict the contribute of modern management with classical management thought.
- 2 Discuss the provisions of new company bill as per Act - 2013 for C.S.R.

OR

- 2 Describe contribution of Henri Fayol (14 principles) in scientific management.
- 3 Discuss the role of micro finance in economic upliftment.

OR

- 3 What are the ethical issues to be considering while introducing a product in the market? Discuss in terms of advertisement, product, packaging and promotional ethics.
- 4 'Humans are considered as Brand of the organization.' - Discuss in the light of recent development of HR.

OR

- 4 Write how to calculation of share holders value creation discuss with example.
- 5 Write Notes : (any two)
- (1) E- Marketing
 - (2) Recent trend in Information Technology in management
 - (3) Event management
 - (4) Green marketing.