

**SVKM'S NMIMS UNIVERSITY  
SCHOOL OF DISTANCE LEARNING**

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**Subject:** Management Functions and Behaviour

**Date:** 26-05-2009 (11.00 a.m. – 2.00 p.m.)

**Marks:** 100

**Time :** 3 hrs

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. Answer to each new question to be started on a fresh page.
2. Figure in brackets indicate full marks.

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Q1. Attempt any 2 out of any 4

(Marks : 10)

- a. Cognitive Biases and types of cognitive biases.
- b. Improved Group decision making
- c. Brainstorming
- d. Evaluating alternatives

Q2. Write Short notes on any 3 out of 5

(Marks : 15)

- a. Nominal Group Technique
- b. Types of Decisions
- c. Benefits of group decision making
- d. Management by Objectives
- e. Skills required at various levels of management

Q3. Attempt any 3 out of 5

(Marks : 45)

- a. Explain with the help of examples the Blake and Mouten Managerial Grid - in Leadership
- b. Two Managerial Decision Making Models.
- c. Mintzberg's Model
- d. Resistance to organizational Change
- e. Lewin's Model

Q4. Case Study

(Marks : 30)

- a. You are the head of marketing of an FMCG company called Pratham Ltd. Your brand plan is ready and you plan to launch the new Strawberry flavoured Chocolate Ice Cream range in the market within the next 4 months before your competitor Swayam Ltd. introduces his new Ice cream range in November. Your head of production informs you that the machinery worth 20 crores imported from Switzerland to manufacture this new range of ice creams at a particular temperature was damaged beyond repair in transit. What would you do in this situation? List the steps taken by you to reach a decision.

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