



PG – 892

IV Semester M.B.A. Degree Examination, July 2017
(CBCS)

MANAGEMENT

4.7.3 : Management of Startups

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the Sections.

SECTION – A

Answer **any five** of the following questions. **Each** question carries 5 marks. (5×5=25)

1. Discuss the productivity of employees in a manufacturing company.
2. What do you mean by talent management ? Explain.
3. Explain the management of capital expenditure.
4. Write about the new age marketing tools.
5. What is digital marketing ? Explain.
6. Discuss the organisational culture of a service organisation.
7. What is the mission of start-ups ? Explain.

SECTION – B

Answer **any three** of the following questions. **Each** question carries 10 marks.

(3×10=30)

8. Explain the recruitment of key individuals in a service organisation.
9. Explain the planning and procurement of additional machinery and equipment in management start-ups.
10. Distinguish between group dynamics and team building.
11. Discuss the design and development of organisation structure.

P.T.O.



SECTION - C

Compulsory question :

Case study :

(1x15=15)

Kidwear is manufacturing kid's clothes/garments and is situated in Gwalior. It was started in 2010 with rupees sixty thousand.

Today, it has become a medium-sized unit employing, totally eighty workers and fifteen salesman in the sales department, headed by sales manager who directly reports to the owner. The annual turnover has crossed seventy five lakhs. The company is planning to start another plant in Indore. Mr. Raj, the sales manager for the first time toured Indore area and met the customers, present and prospective. His objective was to find the response, which was lukewarm, because most of the customers present, said they were not very happy with the salesman's approach and attitude. They said that, their requests were not paid attention and some were even rude and this was the first time they could talk to Mr. Raj. Hearing this, Mr. Raj, called for a meeting of salesman, when he reached Gwalior. On enquiring about the feedback from customers, all of them were silent. One of the youngest salesman, Shri Satish who had been performing very well responded "Who do our job-thats all".

Questions :

- 1) What is the problem with the salesmen ?
- 2) Do you think that Mr. Raj was being an effective sales manager ?
- 3) What does the response of Mr. Satish indicate ?