



Department of Humanities & Management

EOMEE (HSS-302) Assignment no 2, Even Semester -2015

- 1. Planning is the cornerstone of management. Define planning and describe the importance of planning. Explain the types of planning.**
- 2. Define MBO. Explain the process of MBO with the help of a neat sketch.**
- 3. What is TOWS matrix? Explain its application in real business world with a suitable example. What is Blue Ocean strategy?**
- 4. Explain “Porter’s Genric Model” and justify how it helps in decision making. Also explain how it helps to achieve competitive advantage over others.**
- 5. Sketch and explain a ‘BCG Portfolio Matrix’ focusing on examples pertaining to any two major players in mobile phones.**

REFER TO COURSE PLAN AND THE REFERENCE TEXT BOOK

References

- 1. Koontz D.** (Latest Edition), “Essentials of Management” *Mc Graw Hill*, New York.
- 2. Peter Drucker** (Latest Edition) “ Management, Task and Responsibility” *Allied Publishers*.
- 3. Peter Drucker** (2003) “The practice of management”, *Butterworth Hein Mann*.