



First Semester 2020-21

Major Examination

Course Title: Principles and Practices of Management

MM: 40

Duration: 2 Hours

Important Instructions:

1. This is a closed book exam.
 2. All parts of a question should be answered consecutively. Each answer should start from a fresh page.
 3. Only handwritten answers on A-4 sheets need to be submitted.
 4. After completion of exam you need to upload the hand written pages as a single pdf file in google classroom.
 5. Answer sheets received after 1:40 PM will not be evaluated.
 6. Question paper has six questions and all questions are compulsory.
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Q.1 "Input and output markets are linked in a circular flow". Justify the statement by briefly mentioning about the major two parties involved and their respective roles. **[5M]**

Q.2 The major functions of a manager starts from planning and end up in monitoring and controlling. In line of this statement briefly describe these major functions citing relevant examples. **[5M]**

Q.3 The country's largest carmaker Maruti Suzuki India (MSI) on Thursday said it is planning to increase vehicle prices from January next year to offset the impact of the rise in input costs. The price increase would vary from model to model, the auto major said, without sharing the details. "Over the past year, the cost of company's vehicles continues to be adversely impacted due to increase in various input costs. Therefore, it has become imperative for the company to pass on some impact of the above additional costs to customers through a price hike," MSI said in a regulatory filing. The price rise has been planned for January 2022, and the increase shall vary for different models, it added. The company sells a range of models, starting from hatchback Alto to S-Cross SUV in the country.

In line of the above information draw and describe the value chain of Maruti Suzuki India. Also discuss the impact of price rise on major stakeholders. **[7M]**

Q.4 Global travel technology platform Oyo on Thursday announced the appointment of Rajnish Kumar, former chairman of State Bank of India (SBI), as its strategic group advisor. Kumar, who has spent over 40 years in the financial sector, will play a key role in advising Oyo's management on short-term and long-term strategy, regulatory and stakeholder engagement and enhancing the brand of the company globally, the company said in a statement. "We are delighted to welcome Kumar as strategic group advisor. He is a veteran in the financial services sector and his leadership lessons and professionalism are an inspiration. His experience of digitization and technology led initiatives for the customers is critical for us as we make a difference to our stakeholders' lives," Oyo founder and chairman Ritesh Agarwal said. He is currently on the boards of HSBC Asia Pacific, L&T infotech, Hero Motocorp and BharatPe.

In line of this information what kinds of changes are expected in OYO after appointing Mr. Rajnish Kumar. **[7M]**

Q.5 Tomato over Rs 100/kg; Onion prices up 65%: When will rates come down? Describe the market forces that will operate in parallel to keep the prices on previous level. Show the movements diagrammatically as well. **[6M]**

Q.6 Summarize the case entitled "Bridging Western management theories and Japanese management practices: case of the Toyota Way model" by highlighting the major models and theories. **[10M]**

*****End of Question Paper*****
*****Best of Luck*****