

Questions of Business Administration

MANAGEMENT LEADERSHIP

"Leaders are born, not made". Do you agree or disagree? Give reasons. How and why? (2000)

What is leadership? Discuss any two theories of leadership. (2005)

Define "Managerial Leadership". Compare the Ohio and Michigan State University's approaches of Leadership Styles. (2008)

WHAT IS LEADERSHIP? List and explain different type of leaders. Discuss any one theory of leadership (2012)

PLANNING

Define strategic and operational planning and identify the important attributes of strategic planning. (2000)

Briefly explain planning. Discuss various steps involved in planning process in any business organization. (2005)

Explain the role of "Strategic Planning" in the present business world. How is it different from simple planning process? Give examples. (2008)

How do you differentiate between strategy, policy and procedure? Discuss the various steps in planning process. (2010)

Briefly describe the steps involved in setting Corporate Goals. (2011)

MOTIVATION

Compare and contrast the Maslow and Herzberg theories of motivation. On what grounds has the Herzberg theory been criticized? (2003)

How does effective managing take advantage of motivation? Explain any Three Special Motivational Techniques used by managers. (2004)

Explain the concept of "Motivation". Describe any two major theories of motivation. (2007)

Why motivation is considered necessary in today's organization to increase the efficiency of the employees? Briefly describe any theory of motivation (2012)

CONTROLLING

Briefly explain the BASIC CONTROL PROCESS. Also explain the requirement for effective controls. (2004)

What is "controlling"? State main steps involved in control process. Discuss different types of control. (2007)

What are the important contemporary issues in Organizational Control? (2011)

STAFFING

Explain the selection process used in modern organizations. What techniques can be used to improve the interviewing process used as a selection technique? (2001)

How is staffing function related to other managerial functions and activities? List and evaluate external factors affecting staffing. (2003)

MANAGER

If you were a manager, would you decentralize authority? State several reasons for your answer. How would you make that you did decentralize too much? (2001)

The ability to manage conflict is undoubtedly one of the most important skills a manager needs. Discuss what kinds of conflicts arise in the organizations and how managers can develop effective conflict resolutions skills. **(2002)**

How can a manager serve as change agent? Describe the major organizational development techniques used to facilitate the change process. **(2006)**

MANAGEMENT

What is organizational culture? Discuss the sources of organizational culture. **(2002)**

What do you understand by efficiency and effectiveness in management? In today's environment, which one of the two is more important to organizations? Explain your choice. **(2009)**

What do you understand by Mckinsey's 7's framework for management analysis, and how it is different from operational management approach? **(2010)**

Describe major functions of management. Discuss its significance for modern business organization **(2012)**

MISCELLANEOUS

What is negotiation? What are the major negotiation strategies? How do the two major bargaining strategies differ? **(2006)**

What is work specialization? How can the concept of specialization be applied to institutions such as universities and government agencies **(2009)**

Describe the key activities of the Decision Making Process. **(2011)**

PRINCIPLES OF MARKETING

GLOBAL MARKETING

Describe the nature and scope of global marketing and discuss the role of MNCs (Multinational co.) in developing countries. **(2000)**

Explain the term: Global marketing **(2003)**

Explain global marketing discuss its significance for the modern business organization of 21st century. **(2005)**

Define "Global Marketing". How is it different from International Marketing? Describe the elements on which an organization should focus to globalize its product more effectively. **(2008)**

MARKETING MIX

Explain the term: Sales promotion policies **(2003)**

Explain the term: Marketing mix variable and marketing environment variables **(2003)**

Retailers can position themselves at four of service. List and describe those level. Also discuss supply chain management. **(2006)**

Explain Marketing Mix. Discuss the role of marketing mix in managerial decision-making. **(2007)**

"Sales Promotion" is taking the place of "Advertising". Comment. Discuss some commonly used Sales Promotion techniques for customers and channel members. **(2008)**

Compare the importance of 'Value Based Pricing', 'Good Value Pricing' and 'Value Adding Pricing'. **(2011)**

What is "marketing mix"? Discuss the role of marketing mix in the marketing process for increasing sales volume **(2012)**

MARKETING

Once a company decides to target a particular country, it has to determine the best mode of entry". List the alternative available and explain the natures, advantages and limitations of any TWO involving more commitment, risk, control and profit potential. **(2001)**

"Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products and services to present and potential customers." Comment on this statement comprehensively. **(2003)**

Explain briefly marketing. Describe various functions of marketing? **(2005)**

Identify some major factors that drive the new economy and explain what changes these factors have brought to marketing? **(2009)**

MARKETING'S ROLE IN SOCIETY

Describe main features of marketing role in the society. Discuss its impact on human life **(2012)**

ENVIRONMENT OF MARKETING

Explain how the following macro-environmental forces affect the marketing programs of business organizations: **(2001)**

- (a) Technology
- (b) Economic Conditions
- (c) Political and Legal Forces

Define Marketing. Discuss various internal and external environmental factors affecting firm's marketing strategies. **(2007)**

Briefly explain main features of marketing environment **(2012)**

STRATEGIC MARKETING

Describe the process of formulation of marketing strategy. **(2002)**

Discuss the major Brand Strategy Decisions for a new range of ladies shoes. **(2011)**

What is product line and product mixed? What kind of marketing strategy and procedures are required for new product development? **(2010)**

How can the SBUs of a company be classified according to the "Growth Share Matrix" of the Boston Consulting Group. **(2011)**

SELLING AND MARKETING

What do you understand by 4Ps in marketing and discuss the key differences and similarities between selling and marketing concepts? **(2000)**

Discuss the evolution of 'marketing concept'. Compare 'marketing concept' with 'selling concept'. **(2002)**

Differentiate between marketing and selling? Describe how the actions of a shoe manufacturer engaged in "marketing" might be different from a shoe manufacturer engaged in "selling"? **(2010)**

MISCELLANEOUS

Explain the several types of channels available to the manufacturer. What influence does each of the following factors have on the choice of marketing channels? **(2004)**

- (a) the product

- (b) the market
- (c) the manufacturer's organization

Explain the following management activities relating to staffing and operating a sales force: **(2004)**

- (a) Recruitment and Selection
- (b) Training a sales force
- (c) Supervising a sales force

What is the role of advertising in marketing? Select an example to illustrate what you believe to be good advertising and why? **(2009)**

FINANCIAL MANAGEMENT

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Explain the term: 6Ms (2000)

Describe main features of financial management. Discuss the role of finance manager in any organization **(2012)**

Discuss the major functions of "financial manager". Explain why judging the efficiency of any financial decision required the existence of a financial goal? **(2010)**

FINANCIAL STATEMENT – RATIO ANALYSIS

Explain the term: Price earning ratio (2000)

Why might it be possible for a company to make large operating profits, yet still be unable to meet debt payments when due? What financial Ratios might be employed to detect such a situation? **(2004)**

How do "Liquidity and Leverage Ratios" help the management in taking financial decision? Assume some data to explain the role of these ratios in financial decision making. **(2008)**

How the financial statements are analyzed and interpreted through ratio analysis **(2012)**

TIME VALUE OF MONEY

Explain the term: Net Present Value (NPV) (2000)

Explain the term: Classification of Working Capital on the basis of Time (2001)

What is meant by the term "the time value of money"? How is the concept of "present value" related to the time value of money? **(2003)**

INTERNAL RATE OF RETURN

Explain the term: Internal Rate of Return (IRR) (2000)

Explain the term: Debt-to-Enquiry Ratio (2001)

Explain the term: Return on Equity (2001)

Explain the term: Yield to maturity (YTM) (2002)

Explain the term: Modified internal rate of return (MIRR) (2002)

CAPITAL MANAGEMENT

Explain the term: Cash Budget (2001)

Explain the term: The Economic Order Quantity (EOQ) (2001)

Explain the term: Cash conversion cycle (CCC) (2002)

INVESTMENT AND FINANCIAL SECURITIES

Explain the term: Dilutive Securities (2000)

Explain the term: Business Risk Vs. Financial Risk (2002)

Briefly explain the key variable considered by the portfolio manager of a company for purchasing marketable securities. (2004)

Explain types of long-term debt instruments and also discuss the advantages and disadvantages of issuing/ buying the three types of long-term securities from the perspective of both the issuer and investor. (2010)

Describe the main features of the Main Methods of Evaluation of attractiveness of various investment proposals. (2011)

ACCOUNTING

Do adjusting entries affect income statement accounts, balance sheet accounts or both? Discuss (2012)

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