

MID-WESTERN UNIVERSITY  
EXAMINATIONS MANAGEMENT OFFICE  
MAKE-UP EXAMINATIONS: 2020  
MASTER IN BUSINESS STUDIES (MBS)  
SEMESTER-I

Subject: Emerging Concepts in Management Course Code: MGMT 511  
Full Marks: 60 Time: 3 Hours

*Candidates are required to answer the questions in their own words as far as practicable.*

**GROUP A: VERY SHORT ANSWER QUESTIONS (10X1=10 MARKS)**

*Attempt ALL the questions.*

- Q1. Define technology export.
- Q2. What is cross-selling?
- Q3. Define developmental change?
- Q4. Write down the components of innovation?
- Q5. Describe the importance of change management in this competitive globe.
- Q6. Define joint venture with examples.
- Q7. Write any two differences between innovation and invention.
- Q8. Define Six Sigma.
- Q9. Point out any four basic tools of quality?
- Q10. Point out any four external forces for change.

**GROUP B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)**

*Attempt any THREE questions.*

- Q11. Describe the DMAIC methodology of six sigma. (6)
- Q12. Briefly explain the characteristics of creative organization. (6)
- Q13. Define technology acquisition? Differentiate between technology acquisition and technology absorption. (2+6)
- Q14. Explain the Kurt Lewin Change Model. (6)
- Q15. What is Poke-Yoke? Write down the benefits of Poka-Yoke. (2+6)

**GROUP C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)**

*Attempt any TWO questions.*

- Q16. Some people resist change while others welcome change. What may be the reasons for the resistance to change? As a manager of an organization how would you manage resistance to change? (6+7)
- Q17. What is Guerrilla Marketing? Briefly explain the principles of Guerilla Marketing. Do you think Guerrilla marketing may be the right solution for small business not for larger companies? Give your argument with relevant examples. (2+8+3)
- Q18. What is technology management? Explain the phases and stages of technology life cycle with figure. (3+5+5)

