

PARUL UNIVERSITY
FACULTY OF COMMERCE
M.Phil. Winter 2019-20 Examination

Semester: 1
Subject Code: 16700102
Subject Name: Advanced Business Management

Date: 21/11/2019
Time: 10.30 am to 1.00 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

.1 Do as directed.**A) Multiple Choice Questions (Each of one mark)****(06)**

1. Overall and strategic planning is done by the _____
 - a) Top management
 - b) Middle level management
 - c) Supervisory level management
 - d) All of above
2. An organization structure is effective if it enables individuals to contribute to the objectives of the enterprise. This is known as _____
 - a) Scaler Principle
 - b) Principle of functional definition
 - c) Principle of unity of objective
 - d) None of above
3. The asset of business can be classified as _____
 - a) Only fixed assets
 - b) Only current assets
 - c) Fixed and current assets
 - d) None of above
4. The main advantage of functional organization is _____
 - a) Specialization
 - b) Simplicity
 - c) Expert advice
 - d) Experience
5. Which of the following functions is known as the essence of management?
 - a) Planning
 - b) Organizing
 - c) Co-ordination
 - d) Control
6. 'Matrix Organisation' refers to a term of _____
 - a) Organization and authority co-exist
 - b) Organization in which two or more basic types of department are combined
 - c) Mathematical arrangements of events in column and rows
 - d) None of the above

B) Explain Following Terms. (Each of one mark)**(06)**

- 1) Share holder value creation
- 2) Corporate governance
- 3) Event marketing
- 4) Employee engagement
- 5) Environmental marketing
- 6) Knowledge management

Q.2 Write a note on following. (Each of 04 marks)**(12)**

Innovations in marketing
 Employer branding
 Business intelligence

Q.3 Answer the following Questions. (Any 03) (Each of 06 marks)**(18)**

Discuss the historical development of financial management systematically.
 Explain briefly share holder value creation
 Discuss various ethical issues in marketing briefly.
 What is behavioral finance ? Discuss briefly.

Q.4 Answer the following Questions

(18)

(Any 02) (Each of 09 marks)

Discuss the relationship between E-business and competitive strategies.

What is your idea about the business intelligence ? Discuss in brief.

What do you think that, how is the behavior of the employee for the IT adoption in the modern/current era ?