

Roll No : .....

Total No. of Questions : 7 ]

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# **BB-408**

**B.B.A. (Part-III) Examination, 2021**

## **MODERN PRACTICES IN MANAGEMENT**

Paper - BBA-302 (Group M)

*Time : 1½ Hours ]*

*[ Maximum Marks : 70*

### **Section-A**

**(Marks : 2 × 10 = 20)**

*Note :-* All the *ten* questions are compulsory. Each question is to be attempted in **50** words. Each question carries **2** marks.

### **Section-B**

**(Marks : 10 × 3 = 30)**

*Note :-* Attempt any *three* questions out of five. Each question is to be attempted in **500** words. Each question carries **10** marks.

### **Section-C**

**(Marks : 20 × 1 = 20)**

*Note :-* *One* question based on case study is compulsory and carries **20** marks.

### **Section-A**

20

1. (i) Write down the basic concept of TQM.
- (ii) Why is quality important for services ?
- (iii) List the Costs of Quality.
- (iv) What do you mean by Customer Orientation ?

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- (v) Brief the significance of BPR.
- (vi) What is the MIS ?
- (vii) Enumerate the benefits of Flexible Manufacturing System.
- (viii) Write a short note on the role of IT in BPR.
- (ix) What is ISO 9000 ?
- (x) Write a short note on employees empowerment.

### **Section–B**

- 2. Define the ‘Quality’. What are the dimensions of product quality ? 3,7
- 3. Discuss the concept of strategic quality planning and the role of leaders in it. 5,5
- 4. What is Bench-Marking ? Explain the process and need of Bench-Marking. 3,7
- 5. Briefly explain the implementation and controlling process of MIS. 5,5
- 6. What is Computer Aided Design System ? Mention various phases in the process of CAD. 3,7

### **Section–C**

20

- 7. Quality management in financial companies has been a problem. As a manager of financial services company identify and explore the implementation patterns of Deming’s principles :
  - (i) Explain Deming’s principles.
  - (ii) Identify key quality factors in financial service company.
  - (iii) Assess the implementation.
  - (iv) Barriers and advantage of implementation of these principles.