

**DEPARTMENT OF MANAGEMENT  
SCHOOL OF MANAGEMENT & BUSINESS STUDIES  
JAMIA HAMDARD**

Even Semester Examination (Online) July - August 2021

MBA[Semester II]

Paper Name: Principles of Management

MM: 75

Paper Code: MBA-OUE-19

Time: 03 Hours

Email Id of the Examiner: faheem.happ@gmail.com

Email Id of the Assistant Superintendent of Exams: mba2july2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
  - Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
  - An additional  $\frac{1}{2}$  an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
  - If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
  - The attached PDF shall be named as follows –  
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
  - Answer All Questions, each carry equal marks.
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1. You have always admired to be a Manager. What roles and functions you would be handling as a manager? Considering you are part of top level management, what skill set you should have?
  2. Porter's Five Forces is a simple but powerful tool for understanding the competitiveness of your business environment, and for identifying your strategy's potential profitability. Explain it in detail.

3. What is CRM? Explain its purpose, importance and benefits for any organization? What parameters should be considered before implementing CRM?
4. Explain 'Knowledge Management'? How knowledge management is beneficial for business objectives?
5. You are working with a consultation company. You have been given the task to provide consultation to Hamdard Laboratories with regard to their newly launched product 'Roohafza Fusion'. Explain the various roles and duties you need to perform along with stages of consultation.