ICMA Pakistan

SPRING 2013 EXAMINATIONS
Thursday, the 29th August 2013

ENTERPRISE MANAGEMENT – (ML-302)

SEMESTER- 3

Time Allowed: 02 Hours 45 Minutes **Maximum Marks: 90** **Roll No.:**

(i) Attempt all questions.
(ii) Answers must be neat, relevant and brief.
(iii) In marking the question paper, the examiners take into account clarity of exposition, logic of arguments, effective presentation, language and use of clear diagram/ chart, where appropriate.
(iv) Read the instructions printed inside the top cover of answer script CAREFULLY before attempting the paper.
(v) DO NOT write your Name, Reg. No. or Roll No. anywhere inside the answer script.
(vi) Question No.1 – "Multiple Choice Question" printed separately, is an integral part of this question paper.
(vii) **Question Paper must be returned to invigilator before leaving the examination hall.**

MARKS

Q.2 (a) A good management is indispensable for all organizations. Discuss the value of management by looking at three things: the universality of management, the reality of work, and the rewards and challenges of being a manager. **10**

(b) A clear message will always be understood. Formal channels of communication in an organization may run in three main directions. Explain. Identify the general problems which can occur in the communication process. **12**

Q.3 (a) 'Negotiation' is a process whereby two parties come together to confer with an aim of reaching a jointly acceptable agreement. Discuss the two basic approaches to negotiation. Identify the key elements that should be considered by the participants at the time of conducting the negotiation. **10**

(b) A country's government has a major role to play in the success or failure of its economy.

(i) A number of factors influence a country's balance of trade. Discuss. **05**
(ii) Identify and explain the key drivers for corporate social responsibility in developing economies. **05**

Q.4 (a) Measuring quality involves taking into account many variables, which can lead to problems. Enumerate the possible problems when attempting to measure quality. Describe the key elements of TQM with the help of table of principles. **10**

(b) Continuous improvement in organizations has led to the development of new management strategies and processes. How an organization can encourage the use of quality circles? What are the benefits and drawbacks of quality circles? **10**

Q.5 Recent trends in flexible working arrangements affect employees motivation and performance. Explain the typical flexible work arrangements in organizations. What are the advantages and disadvantages of flexible work arrangement to the employers and the employees? **08**

PTO

MARKS

Q.6 **(a)** Planning good strategies is only a start towards successful marketing. People at all levels of the marketing system must work together to implement marketing strategies and plans. Identify and briefly discuss the contents of a successful marketing plan. **10**

(b) A good brand name can add greatly to a product or service, that is why smart branders choose a good brand name. Discuss brand and the qualities of a good brand name that a brander must keep in mind when choosing a brand name for a product or service. A company has four choices when it comes to developing brands. Explain **10**

THE END