



**Biyani Girls College**  
**I Internal Examination 2019-20**  
**BBA (III Year)**  
**Subject-Indian Management Thought**  
**(Subject Code-302)**

Time: 1.30 Hrs.

Set:A

MM: 40

**[I] Multiple Choice Questions**

**(10\*1=10)**

**1. At which age Mahatma Gandhi got married?**

- |                          |                                 |
|--------------------------|---------------------------------|
| a: At the age of 18 year | b: At the age of 20 year        |
| c: At the age of 21 year | d: <b>At the age of 13 year</b> |

**2. Who was the youngest son of Gandhiji?**

- |                   |                   |
|-------------------|-------------------|
| a: Hiralal Gandhi | b: Ramdas Gandhi  |
| c: Devdas Gandhi  | d: Manilal Gandhi |

**3. Graduation of Narendranath in.**

- |              |              |
|--------------|--------------|
| a. <b>BA</b> | b. B.com     |
| c. None      | d. Ayurvedea |

**4. Bottom of pyramid is related to.**

- |           |                    |
|-----------|--------------------|
| a. Profit | <b>b. Customer</b> |
| c. Wealth | d. Owner           |

**5. Full name of JRD Tata.**

- |                                   |                     |
|-----------------------------------|---------------------|
| a. <b>JehangirRatanjiDadabhoy</b> | b. Jehangir Ram Das |
| c. Jehangir Rama Dalal            | d. JehangirRamdan   |

**6. Full name of G D Birla Tata.**

- |                        |                        |
|------------------------|------------------------|
| a. Gyan Das Birla      | b. Ghanshyam Dal Birla |
| c. Ghanshyam Das Birla | d. Ghanshyam Das Birla |

**7. Be a safety net for your team BY ?**

- |                   |                |
|-------------------|----------------|
| a. G D Birla Tata | b. Henry Fayol |
| c. JRD Tata.      | <b>d. None</b> |

**8. Who was Kasturbai?**

- |                      |                           |
|----------------------|---------------------------|
| a. Gandhiji's Mother | <b>b. Gandhiji's Wife</b> |
| c. Gandhiji's Sister | d. Gandhiji's Grandmother |

**9. SK Chakraborty focuses on:**

- |           |                           |
|-----------|---------------------------|
| a. Profit | <b>b. Work is worship</b> |
| c. Wealth | d. None of these          |

**10 Contribution in management by SK Chakraborty.**

- |      |              |
|------|--------------|
| a.20 | b. 21        |
| c.22 | <b>d. 23</b> |

**[II]Long type Questions:**

**(10\*3=30)**

1. As a leader Mahatma Gandhi contributed for the nation, not only for the independence but also for the growth of the nation. Explain.

Answer: Mahatma Gandhi contributed

1. Gandhi's greatest ability was to walk his talk at every level and in every way. India continues to be a nation of many diverse nationalities but never did they so unanimously identify with another leader as they identified with Gandhi and this was across classes and communities which were even more sharply divided than they are these days.

2 His letters and writings to other great leaders in India, the world and even to young children never had a patronizing or "holier-than-thou" element but always looked at everyone as equals. Leaders who have put their interests over the organizations they created have prospered as individuals but always at the cost of the institution they built or worked for.

3. A critical success for Gandhi was the support he got across the nation and in the international community.

4Gandhi would understand the importance of continual growth in his life. Despite being an accomplished leader in his community, he continually sought out greater understanding through much study of religious scripture. As a leader, one must also understand the need for constant growth.

5. Gandhi displayed great strength, not through using his strength to force others to bend to his will, but by using nonviolent means to achieve his goals. As a leader, it is a very simple matter to leverage on your position or your authority to coerce people to bend to your will.

6 .History can attest to the fact that most human conflicts have been as a result of a stubborn approach by our leaders.

7.A great leader always leads with an exemplary life that echoes his ideals. Mahatma Gandhi sacrificed his thriving law practice and adopted a simple life to live among the millions who lived in poverty during his freedom struggle.

8. Even after stating that India would be divided over his dead body, he realized that partition was inevitable as the only solution to the Hindu-Muslim divide, and accepted it.

9. Mahatma believed that challenging his self-discipline heightened his commitment to achieving his goals.

2. C K Prahalad is the most innovative author, who gives the guidelines for the growth of the product-sale –profit. Explain

Answer.Coimbatore Krishnarao Prahalad (8 August 1941 – 16 April 2010) was the Paul and Ruth McCracken Distinguished University Professor of Corporate Strategy at University of Michigan Stephen M. Ross School of Business.

He was the co-author of "Core Competence of the Corporation" (with Gary Hamel) and "The Fortune at the Bottom of the Pyramid" (with Stuart L. Hart), about the business opportunity in serving the Bottom of the Pyramid.

At 19, he had finished his BSc degree in physics from Loyola College, Chennai, part of the University of Madras, and joined Union Carbide, where he worked for four years. Four years later he did postgraduate work in management at the Indian Institute of Management Ahmedabad.

At Harvard Business School, Prahalad wrote a doctoral thesis on multinational management in two and a half years, graduating with a DBA degree in 1975. After graduating from Harvard, Prahalad returned to the Indian Institute of Management Ahmedabad for a short time.

Dr Prahalad's major breakthrough was in cahoots with fellow guru Gary Hamel, when they described in Competing for the Future how businesses should define themselves by their key abilities, rather than as a line of products or services. Core competencies were born.

He liked to help corporate boardrooms stay competitive. But in The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits he suggested business could empower the poor by tapping into their power as a consumer. He wrote: "If we stop thinking of the poor as a burden and start recognizing them as value-conscious consumers a whole new world of opportunity will open up." Companies would spring up in less developed parts of the world, he said.

No, the way he managed to wear two hats – practitioner and professor – meant he was a popular teacher and admired by CEOs. Towards the end of his illustrious career, he focused on the link between sustainability and long-term business success. In his honour, there is now a CK Prahalad global sustainability leadership award, won this year by Unilever CEO Paul Polman.

IDEAS and TEACHINGS:

1. BoP consumer problems cannot be solved with old technologies.
2. Customers are now active participants who actually co-create the value they receive.
3. Don't expect respect from what's been done by your ancestors.
4. Executives are constrained not by resources, but by their imagination.
5. Everyone will be nice to you when you are doing well; remember the people who were nice to you when you were not.
6. Every time we have had clarity of thought, and true effort behind its execution, India showed it can deliver.
7. How we ask the question is extremely important to how we find the answer.

8. How you achieve results defines the kind of person you become.
9. Humility in success and courage in failure are hallmarks of a good leader.
10. Identify new opportunities by focusing on the weak signals.
11. I believe India is going to re-write the meaning of manufacturing quality with intelligent components.
12. If we stop thinking of the poor as victims or as a burden and start recognising them as resilient and creative entrepreneurs and value conscious consumers, a whole new world of opportunity will open up.

### **3. Explain the contribution of JRD Tata and G D Birla in Management.**

Answer: G D Birla - Ghanshyam das birla was an Indian businessman of the birla family. Birth-10<sup>th</sup> april 1894 (pilani ,jhunjhunu, rajputana). Black day-11<sup>th</sup> June 1983 (London ,uk).

- Black day-11<sup>th</sup> June 1983 (London ,uk)
- GB.Birla was the founder of birla empire
- Founder/co founder-united commercial bank Ltd.(uco bank)
- Education-fifth passed

#### **Contribution towards Management:**

- Always keep learning
- Look for opportunities
- Take chance in your youth
- forgot About the money
- Don't be afraid to try 'n' numbers of times.
- Customers are first, employees ,second, shareholder, third

Birla was a close associate and a steady supporter of mahatma gandhi,whom he met for the first time in 1916. Gandhi stayed at Birla's home in newdelhi, during the last four months of his life.

- Pt.jawahar lal nehruji
- Mr.sardar vallabh bhai patel
- Mr.jay prakash Narayan ji

