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MS-92

MANAGEMENT PROGRAMME

Term-End Examination

June, 2010

**MS-92 : MANAGEMENT OF PUBLIC
ENTERPRISES**

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note :

- (i) *There are two Sections : Section-A and Section-B.*
- (ii) *Attempt any three questions from Section-A, which carries 20 marks each.*
- (iii) *Section-B is compulsory and carries 40 marks.*

SECTION -A

1. "India's approach to economic development was compromise between a centrally planned economy and a market economy". Discuss. **20**
2. How corporate Governance is relevant in today's context in public enterprises ? Explore one successful enterprise of your choice, which is society oriented. **20**
3. "Industrial sickness is threat to developing labour surplus economy". Justify, Also discuss the main turnaround strategies followed for revival and reconstruction of sick enterprises. **20**

4. Describe the functions of Public Enterprises Selection Board. State the Government's policy regarding recruitment to various level posts in public enterprises. 20
5. (a) Discuss the implications of disinvestment on labour force. Also give suggestions to tackle such implications. 20
- (b) Discuss the Policy of Privatisation.

SECTION -B

6. Critically evaluate the corporate Planning Process followed in SAIL. 20
7. Having understood the concept of marketing mix, develop marketing mix strategy for the following. 20
- (a) Tourism Development Corporation
 - (b) State Financial Corporation
 - (c) Road Transport Corporation
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