

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

COURSE CODE:19CM/PC/MT34

M.COM DEGREE EXAMINATION – NOVEMBER 2021

COMMERCE – SHIFT II

COURSE : MAJOR – CORE

PAPER : MANAGEMENT OF TRANSFORMATION

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer any THREE questions:

(3x20 =60)

- 1.(a) What is Brand Repositioning and explain its types. **(10 Marks)**
(b) Differentiate between Kaizen and Business Process Reengineering. **(10 Marks)**
2. (a) Explain the features of Turnaround Management. **(10 Marks)**
(b) Differentiate between Autonomous Innovation and Induced Innovation. **(10 Marks)**
3. (a) What are the internal forces for change? **(10 Marks)**
(b) Discuss the role of a leader in an organisation. **(10 Marks)**
4. (a) Explain the measures taken by Sick Industries Companies Act (SICA) for helping the sick companies. **(10 Marks)**
(b) Elaborate on the Hammer and Champy Principles of Business Process Reengineering. **(10 Marks)**

SECTION – B

Answer any ONE question:

(1 x 40 = 40).

- 5.(a) Elaborate on the scope of QWL. **(10 marks)**
(b) What are the Principles of Quality of Work Life (QWL)? **(10 marks)**
(c) Choose an industry from manufacturing or service sector, Identify the challenges faced by the employees in managing of QWL **(10 Marks)**
(d) Suggest techniques to improve the QWL of employees. **(10 Marks)**

6. (a) What are the phases involved in Continuous Improvement Cycle? **(10 Marks)**
- (b) What are the components of Balanced Score Card (BSC)? **(10 Marks)**
- (c) Elaborate on the objectives of Business Process Reengineering. **(10 Marks)**
- (d) Identify the steps involved in implementation of BPR. **(10 Marks)**
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