



13. a) Is there a 'right' or 'wrong' way to organize a company ? Explain with examples.

(OR)

- b) Discuss the merits and demerits of a decentralized organization.

14. a) Explain the communication process. Describe the barriers of communication and explain the measures to overcome it.

(OR)

- b) State the components of organisation culture. Describe the various types of organisation culture.

15. a) Explain various types of control.

(OR)

- b) Define quality. Explain the techniques of quality control.

PART – C

(1×15=15 Marks)

16. a) What is the major task of manager according to the contingency approach ? How is this approach an effort to integrate all previous approach ?

(OR)

- b) Describe important communication networks in work-oriented groups. How will you check the effectiveness of the communication systems prevailing in your organization ?

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