

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

MBA. Sem-III Regular Examination January 2011

Subject code: 839904

Subject Name: Public System & Policy- I

Date: 10 /01 /2011

Time: 10.30 am – 01.00 pm

Total Marks: 70

## Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Discuss the initiatives taken in key areas of public policies by your state government. **14**
- Q.2** (a) Describe the importance of Public System Management. Examine its theoretical foundations. **07**
- (b) Draw a comparison between the challenges faced by government managers and those encountered by their private sector counterparts. **07**
- OR**
- (b) How can technology be used as a tool for managing Public System? Give recent examples. **07**
- Q.3** (a) Describe the concept of Corporate Governance. What is Principal- Agent Relationship? **07**
- (b) Suggest alternatives to PDS (Public Distribution System ) **07**
- OR**
- Q.3** (a) Enumerate the issues affecting Public Enterprise Management. **07**
- (b) Which are the main areas for Infrastructure development in any developing nation? **07**
- Q.4** (a) Design marketing tactics for NGOs so as to enable them to reach their target audience. **07**
- (b) Explore the scope of Social services in India. **07**
- OR**
- Q.4** (a) Elucidate on the concept of Manpower planning. **07**
- (b) Throw light on the idea of Development Administration. **07**
- Q.5** (a) Which problems exist in the Indian Health-Care Industry as of now? **07**
- (b) Define Epidemiology. What are the main achievements of Indian Public Health Management system in the 21<sup>st</sup> century? **07**
- OR**
- Q.5** (a) Write a brief note on Rural Health Management in present scenario. **07**
- (b) List some promotional measures for Population control programs. **07**

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