

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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