5. Write notes on : 7x2=14

(i) Indo-Roman trade

(ii) Rise of Marwari and Parsi entrepreneurship in India during the colonial era.

6. Throw light on the paternalistic leadership tradition in early India. How does paternalistic leadership differ from transformational leadership? 8+6

Or

7. Give an outline of the 'Rajarshi' (Priest King) model of administrative leadership as might have been prevalent in India during the era of Indus valley civilization. Did the said Priest King or Rajarshi model have only bearing on the Trusteeship model as was professed later by Mahatma Gandhi for business leaders? – Discuss. 7+7

8. "Humanistic Leadership in Tata Group is the synergy between personal values, organisational strategy and national cultural ethos."— Elaborate this statement. 14

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PG Odd Semester (CBCS) Exam. December, 2022

Business Administration

(1st Semester)

Course No: CP-108 (N)

(India's Cultural Heritage and Management Tradition)

Full Marks: 70

Pass Marks : 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. (a) Define 'History' and 'Culture'. 3+3

(b) Why knowing history and cultural heritage is important for managers? - Discuss. 8

Or

2. Assess the antiquity and geographical expanse of the Indus valley civilization. Also throw light on the status of industry and trade during the Harappan era. 6+8

3. Evaluate Asoka as a leader. Assess the relevance of Asokan leadership style to present-day management. 8+6

Or

4. "The essence of Indian culture lies in plurality and inclusiveness"— Do you agree to this view? Elucidate in this connection the salient features of today's Indian culture. 14