



12. (a) Explain the recruitment and selection process for a managerial position.

Or

(b) Discuss motivational strategies used for retaining managerial talent.

13. (a) Explain the techniques used in measuring managerial effectiveness.

Or

(b) Comment on the role of an effective manager as an optimizer.

14. (a) Discuss the environmental issues impacting managerial effectiveness?

Or

(b) Describe the challenges facing today's manager. What are the different managerial styles practised in organizations?

15. (a) Explain the various mechanisms of self-development. How do you develop the negotiation skills?

Or

(b) As a manager discuss the elements that help you in developing the winning edge. How do you forecast creativity?