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MBA (IB) (Sem. - 1st)

PRINCIPLES AND PRACTICES OF MANAGEMENT

SUBJECT CODE : MBA - 101 (2012 & Onward)

Paper ID : [C0101]

Time : 03 Hours **Maximum Marks : 60**

Instruction to Candidates:

1) Section - A Attempt any four questions. Each question carries 5 marks.
2) Section - B Attempt four sub units. Attempt one question from every sub unit. Each question carries 8 marks.
3) Section - C consists of one case study of 8 marks.

Section - A

Q1) Discuss the importance of managerial ethics.

Q2) Differentiate between strategies and tactics?

Q3) Explain the process of forecasting.

Q4) Discuss the methods of departmentation.

Q5) What is six sigma?

Q6) What do you mean by knowledge management?

Section - B

UNIT - I

Q7) Critically examine the system and contingency view of management.

OR

'Management should always be considered as a continuous process.' Discuss and give the functions of management.

UNIT - II

Q8) Explain the concept of management by objectives. Briefly examine its merits and limitations.

OR

Describe fully the steps in the decision making process. State the limitations of scientific decision making.

UNIT - III

Q9) What are the basic principles of delegation of authority? Also give some difficulties in delegation.

OR

Define coordination. Explain the principles of good coordination.

UNIT - IV

Q10) Describe the nature of control and states its various elements. Why is control needed in management?

OR

Write a note on :

a) Process of Benchmarking.
b) E-Business Management.

Section - C

Q11) **(CASE STUDY)**

Raj & Co. is a leading retail firm having more than 200 retail stores throughout the country. It has a marketing manager and 10 regional sales managers. Each regional sales manager supervises the work of twenty branch/store managers in his region. Each branch/store manager in turn supervises all the sales persons working in his store. According to Mr. Raj, the marketing manager, the company policy has always been to permit a person to stand on his/her own feet. With so many people to supervise, a manager can't induldge in poking into subordinates' business.

Questions :

a) Does Raj & Co. have wide or narrow span of management?
b) What are the advantages and disadvantages of the company's approach?
c) If the number of subordinates for each manager is reduces to five, what effect it will have on the company?

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