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Total No. of Pages: 02
Total No. of Questions: 15

MBA. (Sem.-1st)
PRINCIPLES AND PRACTICES OF MANAGEMENT
Subject Code: MBA-101
Paper ID: [C0101]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

1. Part-A is consisting of 6 question of 5 marks each, out of which the candidates are required to attempt any 4 question.
2. Part-B contains 8 full length questions of 8 marks each, out of which the candidates are required to attempt one question from each unit.
3. Part-c is compulsory and consisting a case study.

PART –A

(4x5=20)

- Q.1. Distinguish between management and administration.
- Q.2. Explain the reasons for non-delegation and non-acceptance of delegation.
- Q.3. Discuss the process of Management by Objectives (MBO)
- Q.4. Distinguish between project and matrix structures?
- Q.5. What is business process re-engineering?
- Q.6. Discuss the need of corporate social responsibility.

PART –B

UNIT – 1

- Q.7. What do you understand by scientific management? Describe the salient features of Taylor's scheme of scientific management and discuss their validity today. (8)
- Q.8. Name the various functions which constitute the process of management and discuss each of them briefly. (8)

UNIT – 2

- Q.9. 'Planning has become essential today because of frequent changes taking place in the external environment.' Discuss. (8)
- Q.10. 'Whatever a manager does, he does through decision making.' Examine critically

UNIT – 3

- Q.11. Is departmentation essential for a business organization? If so, how? (8)
- Q.12. What do you mean by organising? Discuss the principles of an organization.

UNIT – 4

- Q.13. Effective control requires that the critical areas of control should be clearly identified in advance. Discuss and give the main areas of control. (8)
- Q.14. Write a note on:
- (a) Chinese Style Management
 - (b) Knowledge Management

PART –C (CASE STUDY)

(8)

- Q.15. When Karan started a grocery store after graduation, he relied on subjective estimates to forecast demand. He often overestimated and ended up with huge inventory. He resolved to investigate more and use objective methods of forecasting. He determined however, that any method to be acceptable must process two characteristics. First the technique must be quick and easy to apply. Secondly, the technique must operate with data available.

Questions:

- (a) Why do you think there was a tendency to overestimate demand when subjective forecasting methods were used?
- (b) Suggest scientific methods of forecasting which possess the two characteristics specified by Karan.

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