Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐ **Total No. of Pages : 02**

Total No. of Questions : 15

MBA/MBA(IB) (2012 & Onward) (Sem.–1)

PRINCIPLES AND PRACTICES OF MANAGEMENT

Subject Code : MBA-101

Paper ID : [C0101]

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. Explain the principles of scientific management.
2. Briefly explain planning and its process.
3. Explain the process of decision making in detail.
4. Elucidate the concept and process of organising.
5. Give the advantages and disadvantages of decentralisation.
6. Shed some light on the planning control relationship.

SECTION-B

UNIT I

7. Explain in detail the various approaches to management.
8. Shed light on the ethical dilemma faced by a manager and the need of managerial Ethics.

UNIT II

9. Explain the concept of planning and its types.
10. Explain the nature and importance of strategic management.

UNIT III

11. Explain the bases of departmentation and their advantages and disadvantages.
12. Explain the concept of coordination and techniques to ensure effective coordination.

UNIT IV

13. Explain the modern management techniques in detail.
14. Explain the concept of control and how it is related to planning.

SECTION-C

15. **Case Study**

Mastering the plan...Priceless

When MasterCard became a public corporation in May 2006, the momentous occasion signified the start of a new way of doing things for the company's 4,600 employees around the world. Company executives wanted to ensure that every employee understood what such a change meant and how MasterCard would be different after the initial public offering (IPO). To do that, they decided to hold the "largest single learning event in the company's history". This learning event, dubbed the Roadmap to the future, was to be a series of intensive, 4.5-hour seminars conducted in workshops in 36 cities over a three-week time frame. Rebecca Ray, the company's senior vice president for global learning, was put in charge of the event. She recognized that pulling it off effectively and efficiently would require some serious and detailed planning. Dozens of the company human resource (HR) specialist and hundreds of local managers around the world would be serving as trainers and facilitators. They would be the ones face-to-face with employees, teaching them about what being a publicly traded company meant and what changes they could expect. Preparing these individuals for such an important task would require significant planning. The goal of the training was to ensure that every employee understood the business strategy and how MasterCard would be different after the IPO. The tanning program was to be anchored by three "learning maps" or topics. The first, called "University of Opportunity", would describe the company's competitive landscape and industry challenges/opportunities. The second, titled "How We Make Money", was to focus on MasterCard's financial models and how it fit into the industry. The final one, titled "New Climate, New Culture, New Company," would be very detailed about the company's strategy as a public company and what it would take to successfully pursue that strategy.

Discuss questions :

a. What role do you think goals should play in planning for this training event? List some goals you think might be important.

b. What types of plans would be needed for doing the event? Explain why you think these plans would be important.

c. What problems and challenges might there be in doing such an event? How can they be taken care at the planning stage?