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Total No. of Pages : 03

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

INSTRUCTION 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. Define management and delineate the functions of modern day managers.
2. What is ethical dilemma? How can it be managed?
3. Outline the importance of corporate social responsibility in today's times.
4. What is quantitative approach in management thought?
5. Differentiate between decentralization and decentralization as an organization structure.
6. Outline the various types of strategies.

SECTION-B

Unit-I

7. Critically evaluate the nature scope and functions of management in the changing business environment.
8. How do you think the functions of management are different from the functions of the managers? Discuss in the light of the globalized scenario.

Unit-II

9. Explain the importance of business forecasting in today's dynamic business environment. Do you think planning works under all circumstances? Discuss.
10. Define management by objectives. Critically evaluate the benefits, limitations and the process of MBO. How far it is successful in today's business?

Unit-III

11. Explain the role of authority and power in the organizations. How does it affect the responsibility and the accountability of the manager's? Discuss.
12. What is delegation of authority? What are the factors to be taken care of while delegating authority to the subordinates?

Unit-IV

13. Planning and controlled are dovetailed together. Both are absolutely essential to achieve the desired results. Do you agree with the statement? Discuss.
14. Do you think that in spite of globalization of business the American Chinese and the Japanese management cultures are still not relevant outside their domestic domain? Explain with the help of examples.

SECTION-C

15. CASE STUDY

MAJESTIC ELECTRICALS LIMITED

Majestic Electricals Limited was engaged in manufacturing and selling electrical goods of high quality. It believed in introduction of new and sophisticated products in the market. Mr. K.S. Lal, previously the corporate development manager was promoted to the rank of general manager in the company. In his new position, he needed a bright manager to serve as his deputy to assist in carrying out his day-to-day activities and coordinating marketing, manufacturing, research and development and finance functions. There were three candidates available who could be considered to the position of Mr. Lal's deputy. All of them had very good academic background and successful careers of varying lengths with the company.

The first candidate Mr. Rohit was with the company for the last three years. He had engineering and M.B.A. degrees from reputed universities. He believed in high achievement. He used to perform assigned tasks very quickly and accurately. He performed well when he had

complete control over the situation. Many critical tasks he preferred to do himself and accomplished in much shorter time.

The second candidate for the position was Mr. Rahul. He had Ph.D. degree in quantitative analysis with engineering background. He joined the company about a year back. His performance in the previous job was rated to be of high standard and he got quick promotion with wider responsibilities at each promotion. He developed good understanding of the company's working though he was somewhat reserved in staff meetings.

The third candidate was Mr. Prakash, he did not have any engineering or management degree but attained good marks in his arts degree. He had been with the company for the last fifteen years. He was quite good in his work and had good knowledge of the company's operations. He enjoyed working with most key managers and did not have confrontation or disagreement with any manager of the company.

However, he was not aggressive and had difficult time in examining critically new ideas and proposals.

Questions

1. Assuming that you have to select one of the above candidates, whom will you prefer?
2. If you have to conduct interview for the selection of the candidates, what types of questions will you ask?