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**

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. Discuss the process of strategic-management.
2. Discuss the need of corporate social responsibility.
3. What are the basic principles of delegation of authority?
4. Distinguish between authority and power.
5. Discuss the advantages and disadvantages of line and staff organization.
6. Discuss the main features of Chinese style management.

SECTION-B

UNIT-I

7 *Fayol is considered as father of modern management theory.* Why?

8 Discuss the need and importance of managerial ethics.

UNIT-II

9 What do you mean by management by objectives? Describe the importance and major steps in the process of management by objectives.

10 Define Decision-making. What are the various types of decisions?

UNIT-III

11 "*Centralization and decentralization are the two sides of the some coin*". Comment

12 Define coordination and give the various techniques of achieving effective coordination.

UNIT-IV

13 Discuss the traditional and modern techniques of control.

14 Write short notes on the following :

a) Benchmarking

b) Mckensey's 7-S Approach

SECTTON-C

15 Case Study :

At a planning meeting held by the directors of Multi-Products Company Ltd. Each director presented his approach to profit and budget planning within their division. Two of the directors, Mr. Bhusan of the textile division and Mr. Ramesh of the chemical division, spent about 20 minutes each describing how their budget and profit projections were determined. Below are excerpts from their presentations :

Mr. Bhusan : 'As divisional manager, I believe I have the best picture of the capabilities of the whole division. So I set the target profit and sales goals for my managers. These goals present my expectations and simply call in each of managers and give them the sales and profit goals for their departments. Their performance is then measured against the goals I have set If manager has a question about the target, I explain my reasons for setting the goal at a particular level.

Mr. Ramesh : I feel my manager should determine the goals for their departments. I ask each manager to submit to me his projections for sales and profit. Once I receive these targets I increase them by fifteen percent to force creativity from my managers in order to achieve these modified goals. In this way I can identify my truly creative managers.'

Questions

1. Compare the approaches to planning adopted by Mr. Bhusan and Mr. Ramesh.
2. Whose style do you consider more appropriate?
3. If you were a divisional manager which approach would you choose?