Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐ **Total No. of Pages : 03**

Total No. of Questions : 10

MBA / MBA (IB) (Sem.–1)

FOUNDATIONS OF MANAGEMENT

Subject Code : MBA-101-18

M.Code : 75402

Date of Examination : 03-07-2025

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

INSTRUCTION TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.**
2. **SECTION-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 TWELVE marks.**

SECTION - A

1. Write short notes on the following :

a. Define management.

b. Define MBO (Management by Objective) approach.

c. Define planning.

d. What is McKinsey's 7-S approach?

e. Differentiate between formal and informal organization.

f. What are purposes of Decision tree analysis?

g. What are unstructured decisions?

h. Highlight importance of knowledge management in organizations.

SECTION - B

UNIT - I

2. Critically examine the various functions a manager has to perform in a business organization.

3. Outline the contribution of Fredrick W. Taylor in developing scientific management approach.

UNIT - II

4. Highlight the importance of Planning in Organizations. Describe the planning process in detail

5. Outline the concept of Strategic Management. Explain characteristic features major kinds of strategies pursued by business organizations.

UNIT - III

6. Explain the characteristic features of alternate organizational structures, commonly used in business organizations.

7. Outline the concept of coordination. Suggest various techniques to ensure effective coordination.

UNIT - IV

8. Outline the control process in organizations. Describe important techniques of control.

9. What are the salient features of American Style of Management?

SECTION - C

10. Case study

TechPro - Researching Consumer Preferences for a New Smartphone

TechPro, a tech startup, wanted to launch its first smartphone in the market. Before finalizing the product design, the company decided to conduct marketing research to understand what features potential customers valued the most. The research team conducted a survey targeting smartphone users, asking questions about screen size, battery life, camera quality and price range. They also conducted focus groups with participants from different age groups to gauge their interest in emerging technologies like facial recognition and wireless charging.

The results showed that customers valued battery life and camera quality the most. Interestingly, participants were less concerned about screen size, suggesting that many were more interested in practical features. Additionally, the research indicated that a mid-range price point was ideal for their target market, which included young professionals and students. Based on this data, TechPro redesigned its smartphone to prioritize battery and camera features while keeping the price affordable.

After launching the product, TechPro found that the smartphone was well-received, particularly among their target demographic, confirming that marketing research had played a critical role in shaping the final product.

Question :

a. What methods did TechPro use to gather consumer insights?

b. Why was it important for TechPro to understand what features consumers valued the most?

c. What steps in planning will you recommend for TEChPro to finalize its Product design?

d. How could TechPro develop MBO approach to develop its new smartphone?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.