



Printed Pages : 7

MBA011

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7101

Roll No.

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M.B.A

(SEM I) ODD SEMESTER THEORY EXAMINATION 2009-10
 . PRINCIPLES & PRACTICE OF MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : The question paper contains three parts. All questions are compulsory. Marks are indicated against question.

PART - I

- I** Choose the correct answer/Fill in the blanks/ State true or false, for the following objective questions. **1×20**
- (a) Management is an art as well as science. State True or False.
- (b) Human skills are required by managers at all the levels of management. True or False.
- (c) Middle level managers require more of
- Conceptual and human skills
 - Human and technical skills
 - Only human skills
 - Technical and conceptual skills



- (d) The ability to identify with the feelings and thoughts of another person is
- (i) Empathy
 - (ii) Adaptability
 - (iii) Suitability
 - (iv) Empowerment
- (e) Scalar chain is the management principle suggested by _____.
- (f) Unity of command and unity of direction are the same. State True or False.
- (g) Industrial Revolution occurred during the year _____ to _____.
- (h) Bureaucratic approach to management was suggested by _____.
- (i) Untrue part of grapevine is called as
- (a) Rumour
 - (b) Gossip
 - (c) Lie
 - (iv) None
- (j) The first and foremost activity to any managerial task is _____.
- (a) Organising
 - (b) Planning
 - (c) Controlling
 - (d) None

- (k) The general statements or understandings which provide guidelines for thinking and action are _____.
- (l) The management principle which holds that only significant deviations and from standards of performance should be brought to the managements attention is :
- (a) Principle of control
 - (b) Management by exception
 - (c) Management by objectives
 - (d) None
- (m) Factors that influence span of control are :
- (a) ability of the manager
 - (b) Nature of work
 - (c) Capability of subordinates
 - (d) All of the above
- (n) Delegation and decentralisation are two different aspects. State True or False.
- (o) One technique of manpower forecasting is
- (a) Job analysis
 - (b) Skill inventory
 - (c) Work load analysis
 - (d) None

- (p) On the job training includes
- (a) Coaching
 - (b) Understudy
 - (c) Position rotation
 - (d) All
- (q) Performance appraisal of the employees can be done by
- (a) ranking
 - (b) forced distribution
 - (c) checklist appraisal
 - (d) All
- (r) Greatmen theory of leadership states that
- (a) leaders are born, not made
 - (b) leaders are made, not born
 - (c) both
 - (d) none
- (s) In order to achieve effective communication, the important guidelines are :
- (a) Clarity
 - (b) Consistency
 - (c) Completeness
 - (d) All

- (t) Budget acts as a tool for
- (a) Planning
 - (b) Controlling
 - (c) Both
 - (d) None

PART - II

2 A Case Study

Gilbert Brown, the president of International Machine Corporation (IMC) leaned back in his chair and reflected with well-deserved satisfaction on the success of his company, which produces and distributes a line of farm machinery. That afternoon at a meeting of distributors from various parts of the world, Mr. Brown had been urged to introduce new models to satisfy the changing demands of customers.

The president, who had an engineering background, recognized the implications of the distributor's suggestion. It would require greater investments in research and development. Furthermore, the changes in the highly automated production line would be very costly indeed. Also, having a greater variety of models would require stocking many more spare parts. Depending on the kinds of changes, mechanics also might need to be retained.



Reflecting on previous staff meetings, the president realized that sales and marketing people always wanted a greater variety of models but never acknowledged the costs involved in changing models. After all, the company had been extremely successful with just a few models. Consequently, the president decided against the introduction of new models. Instead, he considered improving the current models and reducing the cost and price. He felt that what the customer really wants is value. Nevertheless, to test his judgement, the president asked a consultant for an opinion.

- (i) How would you state the mission of the enterprise?
- (ii) What do you think are the opportunities and threats in the external environment?
- (iii) How would you go about evaluating the strengths and weaknesses of the firm? What factors are critical for success or failure?
- (iv) It is often said that to be successful, an organization must be an open system. What does this mean and how does it apply to this case?

PART - III

- 3 Can management be termed as a profession? 12½
Give arguments for and against the professionalisation of management.

OR

What are the functions of a manager? Is mere knowledge of management enough to become a successful manager? Briefly explain various managerial skills.

- 4 Discuss the role of planning in a modern business organization. Enumerate the steps involved in planning process. 12½

OR

What do you mean by organising. Explain the significance of a sound organisation structure.

- 5 Discuss in brief the significance of proper selection of personnel. What steps are involved in the selection procedure? Explain them briefly. 12½

OR

Explain the significance of direction. Discuss the various features and principles of direction.

- 6 What do you understand by leadership in business? Explain the trait theory and situation theory of leadership. 12½

OR

Explain how communication is the essence of management. Discuss in detail the process of communication.