

Seat No.	
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M.B.A. (CBCS) (New) (Part - I)
(Semester - I) Examination, April - 2018
PRINCIPLES AND PRACTICES OF MANAGEMENT
Sub. Code : 68302

Day and Date : Monday, 23 - 04 - 2018

Total Marks : 80

Time : 11.00 a.m. to 2.00 p.m.

- Instructions :**
- 1) Q. No.1 and 2 are compulsory.
 - 2) Attempt any two questions from Q. Nos. 3, 4 and 5.
 - 3) Figures to the right indicate full marks.

Q1) Case Study:

Nirmaan Ltd. was a firm engaged in manufacturing and marketing of handmade 'godhadi'. It uses left over cloth pieces from various garment manufacturers to manufacture handmade 'godhadi' which are supplied to various customers across the world.

It employs women from nearby villages as workers for creating well designed 'godhadi'. Because of the innovative designs, attractive color combinations and good finishing of the 'godhadis', Nirmaan started to receive the bulk orders from hotels and various institutions. However Nirmaan Ltd is not able to meet its targets.

Manisha, the supervisor of the company, was told to find out the ways to meet the increasing demand. Manisha found that the number of workers employed was less than what was required for the work. The firm decided to search for new workers and it asked the present workers to introduce candidates or recommend their women friends and relatives to the firm. This enabled the firm in providing jobs to women and assured attainment of objectives according to plans.

- a) Identify the functions of management being performed by the firm in the above situation. [10]
- b) Name the concept and its source used by the firm to attract more workers for the firm. [10]

P.T.O.

Q2) Vijay is running an office furniture showroom. Most of his clients are businessmen and they prefer to buy goods on credit. Keeping this in mind, he has given the power to the sales manager, Mr. Kushal, to offer a credit period of only 20 days, while negotiating a deal with a buyer. On a specific day, Mr. Kushal finds that if he can offer a credit period of 30 days as an exception to a potential buyer, he is likely to finalize a highly profitable deal for the business. So Mr. Kushal requests Vijay to grant him additional authority for offering a credit period of 30 days in the interest of the business. But Vijay refuses to extend his authority and as a result, the deal is not finalized.

a) Can Mr. Kushal be held responsible for loss of the deal? Why or why not? Give a suitable reason in support of your answer. **[10]**

a) Explain the related management principle. **[10]**

Q3) a) What is the major task of the manager according to contingency approach? **[10]**

b) Which of the Fayol's principles of management do you observe in use in organizations today? **[10]**

Q4) a) Suggest a method of departmentation for a large multi-product organization with a huge market spread over the whole country. Explain the reasons for your suggestions. **[10]**

b) What do you understand by good corporate governance? Suggest the measures to improve corporate governance? **[10]**

Q5) Short Notes (any four):

- a) Levels of Management.
- b) Types of plans.
- c) Staffing.
- d) Techniques of Controlling.
- e) Gandhian Philosophy of Wealth Management.
- f) Management in 21st Century-Challenges.

