

Seat No.	
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MBA (Part - I) (Semester - I) (CBCS) Examination, May - 2017

Principles and Practices of Management (Paper - I)

Sub. Code : 57104

Day and Date : Wednesday, 03 - 05 - 2017

Total Marks : 80

Time : 03.00 p.m. to 06.00 p.m.

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

Q1) Analyse following case and answer the questions below. **[20]**

Tasty Food Plaza (TFP) was started three years ago, and currently has a workforce of 150 people. Customers rated the services as extremely efficient. The governing board has decided to double the capacity of TFP. The Executive Officer, Lolo, feels that TFP will lose its efficiency because of the proposed increase in capacity. She met the chairman and said, "I want people who are just like our existing team of people- hardworking, dedicated, talented, and able to interact well with customers. If we increase the number of employees, I am afraid, how it will be possible to maintain quality of service. We will lose our family atmosphere and will become like our other competitors in the local area-large and uncaring."

The chairman Mr. D'Castabelieves that Lolo is over-reacting. "It would not be difficult to find people who are like existing staff There is a need to develop an action plan for careful screening of probable people who will fit into current organisational culture." As a result of the chairman's view, Lolo had decided to develop an action plan. She planned to meet with her administrative staff and determine the best way of screening incoming candidates, and then helping those who are recruited to become familiar with TFP culture. Lolo instructed her assistant to call a meeting for discussing ideas, getting suggestions and designing an action plan.

- i) Which management functions Lolo and her staff should follow? How?
- ii) How can Lolo ensure that new employees will accept core cultural values?
- iii) Suggest appropriate action plan considering views of Mr. D'Cast and Lolo.

P.T.O.

- Q2)** a) Define the concept of management and discuss roles of a manager. [10]
b) Describe the nature of planning and types of plans. [10]
- Q3)** a) What is selection? Elaborate steps in recruitment process. [10]
b) "There are number of challenges, the manager has to face in 21st century." Justify. [10]
- Q4)** a) Explain benefits of different techniques of controlling. [10]
b) Describe contribution of Taylor & Drucker in developing management concept. [10]
- Q5)** Write short notes. (Any Four) : [20]
a) Dabewala's Management.
b) Organisation Structure.
c) Behavioural Approach.
d) Authority and Accountability.
e) Levels of Management.
f) Total Quality Management.

