

Seat No.	
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M.B.A. (Part - I) (Semester - I) Examination, March - 2016

PRINCIPLES AND PRACTICES OF MANAGEMENT

Sub. Code : 57104

Day and Date : Saturday, 26 - 03 - 2016

Total Marks : 80

Time : 11.00 a.m. to 02.00 p.m.

- Instructions: 1) Q. No. 1 and Q 5 are compulsory.
 2) Solve any two questions from Q.2 to Q.4.

Q1) Case Study:

[20]

Royal Enfield motorcycle brand; Since the brand was introduced in the Indian market during the mid-nineteenth century, it was highly preferred by rural customers and the government departments like the police and the armed forces. During the late nineties, sales of the brand declined due to a number of factors like poor quality, lack of a proper sales and service network, and weakening of the brand image. The company's top management decided to sell or close its two wheeler segment as it was becoming a drag on the company's performance. However, Siddhartha Lal (Siddhartha), a young member of the Lal family which controlled the Eicher Group, opined that the fortunes of the brand could be reversed. The company's board agreed to the proposal of Siddhartha and made him the CEO of the two wheeler segment.

Siddhartha took a number of initiatives to revive the fortunes of the brand. A new light weight engine made of Aluminum was developed to replace the Royal Enfield motorcycles' old cast iron engines. New engines had higher fuel efficiency and longer life than the older engines. Royal Enfield took the help of an Austrian design firm called AVL to design the new engines. Changes were also made to make the motorcycles look contemporary. In order to improve the quality of motorcycles, the management made the quality standards for its component suppliers stringent. A new cruiser model called Thunderbird was introduced in the year 2002 to attract new younger customers. Enhanced quality and new models improved the sales by the year 2005. Within a short period of initiating quality enhancement measures, the warranty claims went down.

Questions:

- a) Analyze case. **[10]**
 b) What leadership quality were possessed by CEO of Royal Enfield? **[10]**

P.T.O.

- Q2)** a) Define Planning? Explain various types of plan in detail. [10]
b) What is scientific management? Explain contribution of FW Taylor in detail. [10]
- Q3)** a) What do you mean by staffing? Explain process of staffing in brief.[10]
b) What is Six Sigma? Explain Six sigma process in detail. [10]
- Q4)** a) Discuss – Importance and Elements of TQM in detail. [10]
b) What is manager? Explain various managerial roles with appropriate example. [10]
- Q5)** Short Notes (Any 4). [20]
a) Organising
b) Levels of Management
c) Authority and responsibility
d) Managerial skills
e) Dabbewala's Management

