



Regu-N – 339

Seat No.	
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M.B.A. (Part – I) (Semester – I) (New Course) Examination, 2012

PRINCIPLES AND PRACTICE OF MANAGEMENT (Paper – I)

Sub. Code : 48320

Day and Date : Tuesday, 29-5-2012

Total Marks : 70

Time : 10.00 a.m. to 1.00 p.m.

Instructions: 1) Q. No. 1 and 5 are **compulsory**.

2) Attempt **any two** questions from Q. No. 2 to 4.

3) Figures to the **right** indicate **full marks**.

1. Read the case and answer the questions given below it.

20

The Personnel Manager of Arun Steels Ltd; has been banging the executive conference table of the company for some months ascertaining that the true function of management is to take care of the needs of the staff and let the staff take care of the goals of the organisation. Arun steels is an engineering unit based at salem. The Marketing Manager of the company, on the other hand, has been expressing the view that the real function of Management is to take care of the market and staff must full in line with the objectives, plans and priorities of the company.

a) Analyse the case.

b) Which of these views is correct and why ?

c) Give a suitable title to the case.

2. a) Define and differentiate between the management and administration.

8

b) Discuss the concept "Management as Profession".

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| 3. a) Explain the contribution of F.W. Taylor to the development of management thoughts. | 8 |
| b) Enumerate Fayol's principles of Management. | 7 |
| 4. a) Explain the concept of MBO in detail with reference to its meaning, characteristics and objectives. | 8 |
| b) Define Leadership and discuss any one theory of Leadership you have studied. | 7 |
| 5. Write short notes (on any four) : | 20 |
| a) Managerial skills | |
| b) Maslow's Motivation Theory | |
| c) Essentials of communication system | |
| d) Principles of organizing | |
| e) Planning Premises | |
| f) Levels of Management. | |