

SH-426

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M.B.A. (Part - I) (Semester - I) (CBCS) (New)

Examination, December - 2017

PRINCIPLES AND PRACTICES OF MANAGEMENT

Sub. Code : 68302/57104

Day and Date : Wednesday, 20 - 12 - 2017

Total Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

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

Q1) Case Study :

You have recently become Head of Finance department at Company 'B', a company which provides catering services to the public sector organizations. Your previous employer was large public sector Organization 'A' where, you were working as a finance manager. You had the opportunity to work on areas relating to financial accounting, procurement, contracts and bids. One of Company B's major contracts is with Organization 'A'. The contract is now up for renewal, and Company 'B' is preparing a competitive tender for this contract. You have been asked to lead the team responsible for bidding for this contract, but you are concerned that you might violate confidentiality if you accept this assignment. You also suspect that your knowledge and experience of Organisation 'A' were seen as good reasons for appointing you to the position at Company 'B'.

You do not want to let your new employer down. The loss of such a major contract would have a significant effect on the financial performance of Company 'B' and its performance-related bonus scheme for management

- a) If you accept this work, can you ensure that you do not use confidential information relating to your previous employer to your advantage or to the advantage of your current employer? **[10]**
- b) What can you do to protect your reputation and the reputation of your employer and your profession? **[10]**

P.T.O.

- Q2)** Rajan Sharma was an MBA. He had specialized in Marketing and Advertising. He has just joined XYZ Ad Agency, though a competent and innovative person with outstanding performance during his stay at the MBA institute, yet he got this job with great difficulty due to recession in the job market. He had somehow managed to find this job through a contact of his uncle. The chairman of the company wanted him to somehow persuade a well-known newspaper to avoid reporting on a controversial corruption charge against him and instead writes a favorable editorial. Rajan was not convinced that his chairman was clean in the case; on the other hand the newspaper was willing to accommodate the chairman, if the organization came out with a large size advertisement in his favor. Recently, Rajan's father died leaving his wife and three sisters on the verge of marriage with Rajan alone in a disastrous condition to help himself and his family. What should Rajan do? **[20]**
- Q3) a)** Explain the term 'Management'. What is the Behavioral Approach of Management? **[10]**
- b)** Define 'Organizing'. What are the various types' of organizational structures? Explain any two in detail. **[10]**
- Q4) a)** Define 'Directing' and explain the principles of directing. **[10]**
- b)** What is 'Controlling?' Analyze the steps in control process. **[10]**
- Q5) Short notes (any four) :** **[20]**
- a) Management by Objectives (MBO).
 - b) Contribution of Henry Fayol.
 - c) Levels of Management.
 - d) Delegation.
 - e) Span of management.
 - f) Recruitment.

