

Seat No.	
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M.B.A. (Part-I) (Semester-I) (New) Examination, 2013
PRINCIPLES AND PRACTICE OF MANAGEMENT (Paper-I)

Sub. Code : 48320

Day and Date : Friday 07 - 06 - 2013

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.**

Q1) Read the case and answer the questions given below it. [20]

The managing director of a company is very serious and worried about increasing cost of production and resultant losses. He intends to appoint some management consultant to enquire into the matter. For this purpose, he has asked his private secretary to type a letter. It was around 5 p.m. and in a hurry, the private secretary could not file it and put it up to the managing director. Rather, he left it on the table.

Next morning, a messenger from the branch office came to the head office to deliver a letter. He saw the letter lying open on the table of MD and he went through this letter. When he returned to the branch office, he narrated the contents of the letter to his superior. Soon the news spread among the middle-level managerial, clerical and lower level staff that the company is likely to retrench employees. Immediately, union leaders held a meeting on the matter. By the time letter was dispatched, it was known to everyone in the organisation.

Questions:

- a) Analyse the case in detail.
 - b) What are the problems in the case?
 - c) How to make the communication more effective?
 - d) What are your suggestions applicable to the present case situation?
- Q2) a) Describe the importance and nature of management. [8]**
b) Explain the various levels of management. [7]
- Q3) a) What are the different approaches to the development of management thought? Explain any one approach you have studied, in detail. [8]**
b) Discuss different functions of management. [7]

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Q4) a) What will be the challenges and tasks before the management in future?
Explain. [8]

b) What is the meaning and concept of controlling? Discuss the requirements
of an effective control system. [7]

Q5) Write short notes (on any Four): [20]

a) Steps in planning process.

b) Importance of motivation.

c) MBO - Advantages & Limitations.

d) Barriers to communication.

e) Leadership styles.

f) Influence of Environment on management.

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