

Seat No.	
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Regu – D- 487

M.B.A. (Part - I) (Semester –I) (New) Examination, 2011
Paper – I : PRINCIPALS AND PRACTICE OF MANAGEMENT
Sub. Code: 48320

Day and Date: Monday, 27-12-2011
Time: 10.30a.m. to 1.30 p.m.

Total Marks : 70

- Instructions**
- 1) Q. No.1 & 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**

Nawal had just graduated from I.I.M., Bangalore and joined his father's small business, which employed 28 semi – skilled workers. After a week , his father, a retired government officer, called him and said, " Nawal, I have had a chance to observe your working with the men and women for the past few days. Although, I hate to, I must say something. You are just too nice to people. I know they taught you human relations stuff at the I.I.M., but it just does not work here. I remember when the Hawthorne studies were first reported, everyone in the academic field got excited about them. But believe me there is more managing people than just being nice to them."

Questions below the case :

- a) Do you think Nawal's father understood and interpreted the Hawthorne studies correctly
 - b) If you were Nawal what would be your reactions to your father's comments ?
- 2.a) What is the meaning and concept of management ? Explain the importance and nature of management. **8**
- b) Describe the various levels of management. **7**

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3. a) What do you mean by planning ? Explain its features in detail. **8**
b) Discuss the steps in planning process **7**
4. a) What is definition and importance of motivation ? **8**
b) Describe any one theory of motivation you have studied. **7**
5. Write short notes **(any four)** : **20**
a) Leadership styles
b) Barriers to communication
c) Techniques of control
d) Skills needed by managers in future
e) MBO
f) Types of organization structure.
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