

Seat No.	
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M.B.A. (Part - I) (Semester - I) (CBCS) Examination, May -2015
PRINCIPLES AND PRACTICES OF MANAGEMENT
Sub. Code : 57104

Day and Date : Friday, 22 - 05 - 2015

Total Marks : 80

Time : 03.00 p.m. to 06.00 p.m.

- Instructions : 1) Q.No. 1 and 5 are compulsory. Any two from Q No.2 to 4.
2) Figures to the right indicate full marks.

Q1) Case Study**[20]**

A major strategic issues facing toy makers today is planning to meet the increasingly diverse demands of consumers, kids included.

In Brookline, Massachusetts, No kidding has made its choice. It has built an educated, Professional clientele from the affluent suburbs by stocking hard to find items with a educational focus and offering ready advise from a staff of moonlighting teachers. In an industry where more than 100 independent toy stores closed in 1995, No Kidding is thriving. Even with 100% mark ups and non of the licensed products found in large commercial toy stores.

Co-owners Judy Crockerton and Carol Nelson have the vision of No Kidding as an educational toy business with close tie to the educational community, when asked whether she is a entrepreneur, Crockerton says "I'm taken back No I'm a teacher".

- What management and planning barriers might No kidding face given its owners philosophy?
- What suggestions would you make to No Kidding about its plans for future?
- How can planning help small focused stores like NO Kidding compete against larger, more commercial stores?

- Q2)** a) What do you mean by management? Explain the levels of management. [10]
b) Describe the contribution of F.W. Taylor in management. [10]
- Q3)** a) What is Planning? What are the steps involved in it? [10]
b) Define the term directing and explain its principles. [10]
- Q4)** a) What do you mean by Six Sigma? Explain its Importance and Limitations. [10]
b) What is meant by departmentalization? Explain the different types of departmentalization. [10]
- Q5)** Write Short Notes (Any four). [20]
a) Benchmarking.
b) TQM
c) Techniques of Controlling.
d) Human Resource Planning.
e) Delegation of authority.
f) Principles of management by Henry Fayol.

