

<b>Seat No.</b>	
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**M.B.A. (Part-I) (Semester-I) (Credit System) Examination,  
May - 2014**

**PRINCIPLES & PRACTICE OF MANAGEMENT (Paper - I) (New)**

**Sub. Code : 57104**

**Day and Date : Monday, 12- 05 - 2014** **Total Marks : 80**

**Time : 2.30 p.m. to 5.30 p.m.**

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

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

Sunil was born in a Well-to-do-middle-class family. He took good academic education in the U.K. and returned to India.

Sunil developed a product in a small shed and marketed it locally on a small scale when he was still in service. When the profit from the same sale of his product was nearly equal to his salary, he quit his job and went wholly into a business on his own.

Initially he had lot of difficulties. He blamed these on his past employees because he thought they were out to make life difficult for him. Later his business improved a little. But he then had to face difficulties in raw materials. He was straight forward and did not believe in bribing officials to get import licences.

He bought his materials from the open market at high rates. This reduced his profits. He then applied for import licences and got them after some effort. His business and profits improved.

Throughout these years, he managed the show entirely by himself. He was under the impression that nobody else knew his company's business as well as he. He was very sceptical about taking advice from others.

His firm is now doing reasonable well. But his close circle of friends and relatives think that his business could have been much bigger and more profitable he had the initiative and foresight to expand and take outside help whenever necessary. Other people who went into business at about the same time have grown much bigger than he. When this subject comes up for

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discussion at any time, Sunil's standard answer is that he is not out to amass money. He wants sufficient profits to provide his family which he has done. If his ambition was to amass wealth, he says he could have easily done that.

Questions :

- a) Analyse the case.
  - b) Identify the problems.
  - c) Suggest the solutions.
- Q2)** a) Define the term management and explain the scope and functions of management. [10]  
b) What is meant by planning? Describe the nature and types of planning. [10]
- Q3)** a) Explain the concept and need of the staffing. [10]  
b) Describe the types of control and benefits of controlling. [10]
- Q4)** a) Explain the concept, importance and limitations of benchmarking. [10]  
b) Describe the concept, importance and limitations of Six Sigma. [10]
- Q5)** Write short notes on (Any four) : [20]
- a) Importance of TQM.
  - b) Challenges of management in 21<sup>st</sup> century.
  - c) Scientific management Approach.
  - d) Principles of directing.
  - e) Levels of management.
  - f) Span of management.

