

decided to install CCTV camera in factory. Workers resisted the decision of management. An effective system of controlling encourages honesty among employees. The production has started varying between 400-450 shirts. Even quality of shirts started degrading company was unable to complete the order on time and some of consignment got rejected by customer because of quality issues.

Questions :

- (i) Discuss various issues in this case study for the failure of management's decision. 4
- (ii) An effective system of controlling encourages honesty among employees. Do you think so ? Justify your answer. 5
- (iii) If you are working as a part of management. What steps you would have plan to control this situation ? 5

AQ-1327A

M.B.A. (Semester-I) (New Course) Examination
PRINCIPLES AND PRACTICES OF
MANAGEMENT
Paper-MBA/101

Time : Three Hours]

[Maximum Marks : 70

Note :- (1) Attempt ALL questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) "Management is the art of securing maximum results with the minimum of efforts so as to get maximum prosperity and happiness for both employer and employee and give customers the best possible service." Discuss. 14

OR

- (b) Explain the concept of management development through various approaches proposed by Taylor and Henry Fayol. 14

SECTION—B

2. (a) What is planning ? Explain the steps involved in planning. 7
- (b) You are appointed as sales manager of ABC company in Amravati district. You have to launch a new FMCG product in your market. Discuss the factors to be considered to prepare detailed plan. 7

OR

- (c) What are different types of decisions ? Explain rational decision making. 7
 - (d) ABC Ltd. wants to diversify into the glass panel making industry. For visualising scenario in near future. What kind of forecasting technique you will use ? Why ? 7
3. (a) Explain centralization and decentralization of authority. Describe how it works in any organization with example. 7
 - (b) Raman and Co. are running a shoe manufacturing company successfully. So they planned to expand their business activities by adding more line of products i.e. leather bags, belts and garments. Which type of structure would you recommend after expansion and why ? 7

OR

- (c) What is departmentation ? What are the different bases of departmentation ? 7
- (d) Mr. Satish, Manager of a reputed company believes in retaining power with himself. It results in delay in decision making, as workers have to ask him before taking any action. Can you think of the reasons why he is functioning in this manner ? Is he right or wrong. Justify your answer. 7

SECTION—C

4. (a) What is communication ? What are the different types of communications in an organization ? 7
- (b) Explain 'Maslow's Need Hierarchy Theory' of motivation. 7

OR

- (c) What is 'Directing' ? Explain principles of directing. 7
- (d) Every leader should have certain unique and identifiable qualities. Explain the statement in light of 'Trait Theory of Leadership'. 7

SECTION—D

5. ABC Ltd. is engaged in manufacturing readymade garments. The target production is 500 shirts per day. The company is attaining this target until last three months. Now company