

AS-749

M.B.A. Semester—I 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) Point out the distinctive contribution of F.W. Taylor to the theory of management. Why is he regarded as the father of scientific management ? 14

OR

- (b) “Managers at all levels require some competence in each of the technical, human relations and conceptual skills”. Analyse this statement with suitable examples from your work experience. 14

SECTION—B

2. (a) What is the nature and purpose of planning ? Briefly explain the components of planning. 7
- (b) If two football teams of equal ability are going to meet after two weeks for a match, which do you think will have the best chance of winning : Team A — which has scouted the other teams and trained its players on Team B’s strengths and weaknesses or Team B — which has ignored its opponents ? Discuss the importance of planning. 7

OR

- (c) “Decision-making is the primary task of a manager.” Comment. 7
- (d) Suppose you are a Managing Director of a manufacturing company suggest under what circumstances would you design the following :
- (i) Growth strategies
- (ii) Retrenchment strategies. 7

3. (a) What is delegation of authority ? State the benefits of delegation of authority. 7
(b) HUL a multi-national brand of FMCG products deals with wide range. Design the suitable product based organization structure for the firm. 7

OR

- (c) Define the term "Organization". Explain the important principles of organizing. 7
(d) If you are a Regional Manager for automobile industry, how you will design an organizational structure for your region ? 7

SECTION—C

4. (a) What is controlling ? Discuss in detail the steps in controlling process. 7
(b) What are the benefits of participative management ? 7

OR

- (c) What are the essentials of effective control system. 7
(d) What is Management by Objectives (MBO) ? Also explain the benefits and limitations of MBO. 7

SECTION—D

5. In the New India Insurance Company, two of the sessions in the ten-session supervisory development programme are concerned with the topic of communication and its importance in managerial success. Near the end of the first session, Ram Dayal, supervisor of the billing department, volunteered the comment that even though he found the topic to be interesting and agreed that it was important, something vital was missing in the company's training programme.

"As a supervisor, my problem is that people just do not know how to listen," he said, "with a lot of my people, after I spend a great deal of effort instructing them as to exactly what to do, they are just as likely to be doing something entirely different when I check on their progress later. What we should do is set up a course in good listening and have all our employees take it."

Questions :

- (a) Do you agree with Ram Dayal that communication can be improved by having people develop their listening skill ?
(b) Do you think Ram Dayal is effective as a communicator ? Why ? 14