

is concerned about controlling the quality of service provided to bus traveller's.

Schedules, setting of fares and replacement of equipment are outside of Prasad's jurisdiction; instead his attention focuses on bus drivers, garage crews & the few people working at the main terminal.

Assume Prasad has asked you for recommendations for a control system.

- 1) In above case what are the various control processes adopted by Prameshwari Prasad? **7**
- 2) If Prameshwari Prasad is given the responsibility of handling. Setting of fares issues related to customer service what control point can she suggest. Explain. **7**

\*\*\*\*\*



**Paper - MBA / 101 : Principles and Practices of Management**

P. Pages : 4

Time : Three Hours

Max. Marks : 70

- Notes :
1. Attempt all questions
  2. Figures to the right indicate marks.

**SECTION - A**

1. a) Describe the principles of "Administrative Management" proposed by Mr. Henry Fayol. **14**

**OR**

- b) Identify the various approaches to Management. Discuss in detail their significance and limitations. **14**

**SECTION - B**

2. a) "Planning is the essence of Management" Elaborate. **7**
- b) You are an MD of multi-financial services company. You asked your HR manager to recruit personnel for record keeping. The HR manager presented 2 proposals. One to **7**

outsource the services and another to employ the candidates. Outsourcing will save 50% of cost as compared to permanent employment but on the other side permanent employment will boost up the loyalty & feeling of belongingness towards company.

Which option will you choose and why?

**OR**

- c) What are organisational "Plans"? Explain in detail as to what do you mean by policies & procedures. **7**
- d) Your firm is unable to cope up with the demand for your product in the market. What are the various alternatives available with you? Which option will you choose & how will you proceed with decision making for selection of right option. Discuss. **7**
3. a) Explain the concept of span of control with appropriate example. **7**
- b) "Jumbo-king" a National level food retail chain company wants to adopt a suitable organisational structure. As a consultant, propose an function based organisational structure suitable for the firm. **7**

**OR**

**AR - 1190**

**2**

- c) Differentiate between "Centralization and Decentralization", Also discuss there advantages and limitations. **7**
- d) Mr. Aashish is serving in an electronic goods company as works manager & Ms. Sharvari is as design engg. Both are working in an electronic goods manufacturing company. Classify them as line & staff authorities. Justify your answer. **7**

**SECTION - C**

4. a) What is direction? Discuss in detail the principles of direction. **7**
- b) Explain in detail the MBO concept. **7**

**OR**

- c) Explain "Maslow's Need Hierarchy theory. **7**
- d) What is "Contingency Approach" to leadership? Explain. **7**

**SECTION - D**

5. Parmeshwari Prasad, superintendent of the Green Roadways company is in-charge of the operation & maintenance of all company buses. The company has over 500 buses which operate on 8 long-distance routes in the country. Because of recent complaints, Prasad

**AR - 1190**

**3**

**P.T.O**