

**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) Figure to the right indicate marks.

**SECTION—A**

1. (a) Why is it essential for modern managers to study various theories of management ?  
What important factors of classical theory carries in the present scenario ? 14

**OR**

- (b) “Management is Collectively set of functions, process and approaches and other skills to be used for mobilizing and utilizing for a achieving predetermined objectives in changing environment.” 14

**SECTION—B**

2. (a) Distinguish between policies and strategies. 7  
(b) In ‘Chak De India’ movie Shahrukh Khan becomes the Coach of the girl’s hockey team. He knows that he has to prepare the girls for the international hockey matches and bring the World Cup after winning. For this he prepares a long-term plan and thinks the ways how to beat the competitors. He Coaches the girls to play in different ways like defensive, offensive, etc. at the outset of a match he explains who will open the match and how the ball will be passed by one player to another step by step.  
Identify four types of plan that are highlighted in the above case. 7

**OR**

- (c) Explain the term, procedure and rules. 7  
(d) Raman, a worker, is given a target of assembling two computers per day. Due to this habit of doing things differently, an idea stuck him which would not only reduce the assembling time of Computers but would also reduce the cost of production of the Computers. Raman’s supervisor instead of appreciating him took decision to scald him and ordered him to Complete the work as per the methods and techniques decided earlier as nothing could be changed at that stage.  
You as a manager justify that, Raman’s supervisor has taken correct decision or not. 7
3. (a) Distinguish between centralization and decentralization. 7  
(b) Ajay joins as a Regional Sales Head in the export division of a FMCG Company. In a departmental meeting, he ask one of his subordinates Manik, to take charge of the company’s new office in Dubai. He allocate the work to him and grant the necessary authority. However, within a month by seeking regular feedback on the extent of work

accomplished for Manik. Ajay realises that Manik is not doing the work as per his expectations. So he take away the authority delegated to him and re-delegates the work to Pratik. Due to this time wasted in this switch over, the work at the Dubai office suffers tremendously and the company is not able to meet its desired goals.

Can the authority granted to a subordinate be taken back and re-delegated to another person ? Justify. 7

**OR**

- (c) Discuss the concept of Span of Management. 7
- (d) Tanuja runs a factory wherein she manufactures shoes. The business has been doing well and she intends to expand by diversifying into leather bags as well as western formal wear, thereby making her company a complete provider of Corporate wear. This will enable her to market her business unit as the one shop for working women.

Which types of organization structure would you recommend for the expanded organisation and why ? 7

**SECTION—C**

4. (a) Mention the importance of motivation. Distinguish between motivation and satisfaction. 7
- (b) Explain the various types of leadership styles on the basis of authority. 7

**OR**

- (c) What are the barriers in the communication process ? 7
- (d) Directing is concerned with totality in which a manager influences the action of subordinates. Justify the above statement. 7

**SECTION—D**

5. A Critical Point Control (CPC) approach is followed by McDonald in the cooking and handling process so that any food safety threat can be prevented, eliminated or reduced to an acceptable level. Hence, Continuous monitoring of activities are undertaken to ensure that the process is right at each Critical Point Control. The main principle followed for cooking at McDonald is "less amount many time" which can ensure the high quality and high fresh level of the food. For instance, if your hamburger have to be made, a worker can not cook all the four hamburgers at one time. The time figured out for making one hamburger is one hundred and forty five seconds. Moreover, nearly all foods in the McDonald have the specific holding time, the holding time for hamburger is ten minutes and for French Fries is seven minutes. If it is not sold within that time it is thrown away, also the temperature of the milk sent by the suppliers must be under 4°C, otherwise, it will be returned.
1. Name the steps involved in the Controlling process. 7
  2. What do you understand by 'Critical Point Control' ? Explain. 7