

Paper ID [MB101]

(Please fill this Paper ID in OMR Sheet)

MBA (Sem. - 1st)

PRINCIPLES AND PRACTICES OF MANAGEMENT (MB - 101)

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1) (10 × 2 = 20)

- a) From where do managers derive ethical values?
- b) What is meant by 'Management Theory Jungle'?
- c) Why does management practice require a 'Systems Approach'?
- d) What do you understand by 'Mission'? Can a small organization have a mission statement? Justify your answer.
- e) Why are many decisions made by groups rather than by individuals?
- f) What do you understand by 'Bounded Rationality'?
- g) Which factors determine the span of management?
- h) How does line and staff organization structure differ from pure line organization structure?
- i) Explain 'Feedback Control'.
- j) What is the role of 'delegation of authority' in the controlling process?

Section - B

(4 × 10 = 40)

- Q2)** Can a person without subordinates be referred as a manager? Explain with the help of roles/functions that make him a manager.
- Q3)** Draft a Strategic Planning Process for a domestic soft drinks company that is willing to penetrate in a rural/suburban market and is facing severe threats from multinational giant companies.
- Q4)** How might the manager of a restaurant use concurrent controls to ensure that the restaurant is providing customers with the highest quality food and service? What feedback controls could be useful? Justify your answers.
- Q5)** Explain why some companies have organized along product lines and others have territorial departments. Exemplify your answers.
- Q6)** Describe the methods for ensuring effective coordination in an organization.
- Q7)** Explain the process of decision making under certainty and under uncertainty.