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Total Number of Pages: 02

**MBA**  
**15MNG105**

**1st Semester Regular / Back Examination 2016-17**  
**MANAGEMENT PRINCIPLES AND PRACTICES**  
**BRANCH(S): MBA**

**Time: 3 Hours**

**Max Marks: 100**

**Q.CODE : Y516**

**Answer Question No.1 and 2 which are compulsory and any four from the rest.**  
**The figures in the right hand margin indicate marks.**

**Q1** Answer all questions. Fill in the blanks with appropriate answer. (2 x 10)

- Retaining decision making power at the top level is \_\_\_\_\_ ; and delegating the same to the subordinates is \_\_\_\_\_.
- Two employees working together can produce more output then the sum of what they would produce individually. This is known as \_\_\_\_\_. The reverse of this is \_\_\_\_\_.
- There are three types of control based on activity viz: feed forward, \_\_\_\_\_ and \_\_\_\_\_.
- \_\_\_\_\_ is known as the father of modern management theory, where as \_\_\_\_\_ is known as the father of scientific management theory.
- According to Koontz & O'Donnell, "O" stands for \_\_\_\_\_ and "S" stands for \_\_\_\_\_ in the abbreviation 'POSDC';
- Monitor, \_\_\_\_\_ and \_\_\_\_\_ are the informational roles of managers.
- The system that interacts with the external business environment is known as \_\_\_\_\_ system; and which does not interact is known as \_\_\_\_\_.
- The three steps of Lewin's change process theory are unfreezing, \_\_\_\_\_ and \_\_\_\_\_.
- Political, Economic, \_\_\_\_\_, \_\_\_\_\_, and Legal are different components of external business environment.
- According to the levels of management, there are three types of control namely \_\_\_\_\_ Control, Tactical Control, and \_\_\_\_\_ Control.

**Q2** Answer briefly the following questions: (2 x 10)

- Distinguish between formal and informal organization.
- What is benchmarking?
- What is Management by Exception (MBE)?
- Outline different types of planning.
- Differentiate between line function and staff function.
- What are the advantages and disadvantages of delegation?

- g) What is meant by cultural diversity of work force?
- h) Differentiate narrow and wide span of control.
- i) What is grapevine communication?
- j) What are the four types of leadership proposed by Rensis Likert?

**Q3** Future Ready Garments Ltd. is an established readymade garment manufacturing company. It has some 150 employees including the supervisory staff. The company is located in a Special Economic Zone and its entire production is exported to North America and Europe. Currently, the company has a labour intensive manual manufacturing process. The company Board has decided to go for large scale automation importing new machines and thereby achieving better quality, reduced cost of production and coming out with creative designs. (10)

The management, however, is apprehensive that the large scale change will be resisted by a major section of the employees. You hold a senior managerial position in the company. You are required to advise the top management on the following:

**Questions:**

- (i) Identification of the reasons for resistance to the proposed changes?
- (ii) Suggest ways to overcome the resistance to change, you foresee.

**Q4** What is Management by Objective (MBO)? What are its distinctive features? Suggest a step by step implementation process for introduction of MBO in a business organization? (10)

**Q5** Who introduced the concept of Core Competence of an organization? Explain the concept briefly and the other contribution made by this Management Guru into the realm of management thinking. (10)

**Q6** How is divisional departmentalization different from functional departmentalization? Briefly explain the merits and demerits of these two types of organizational structure. (10)

**Q7** What is decision making? Why is it considered a crucial management function? Briefly discuss the process of decision making. (10)

**Q8** Write shorts on (any two): (5 x 2)

- a) Planning Premise
- b) Hawthorn Experiment
- c) Creativity in decision making