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Total Number of Pages : 02

MBA  
15MNG105

1<sup>st</sup> Semester Regular/Back Examination 2017-18  
MANAGEMENT PRINCIPLES AND PRACTICES

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : B1016

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

- \_\_\_ function in the management process is commonly referred to as the primary management function .
- Economics and management are closely related because of their common focus on \_\_\_ .
- \_\_\_ is the process of working with and through others to achieve organizational objectives in a changing environment .
- Managerial \_\_\_ tell us what managers generally do, whereas managerial \_\_\_ tell us more precisely how managers carry them out .
- Top management works on \_\_\_ plan .
- The first step in planning process is to \_\_\_ .
- Degree to which freedom is given to lower level managers for decision making is classified as \_\_\_ .
- \_\_\_ control prevents anticipated problems and takes place before the actual activity happens.
- \_\_\_ means grouping the jobs in some logical way .
- Unity of command principle of effective direction means \_\_\_ .

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

- What is global competency ? .
- Explain Johari window.
- What is meant by Social audit ?
- Who is the father of Modern Management? What is his main contribution?
- How does IT contribute towards effective controlling ?
- What is C.K. Prahalad's famous contribution to the field of management ?
- What type of leadership style suits a team where followers are highly effective and why ?
- Explain the problems arising out of increasing participation in decision making .
- What are the common communication barriers in organisations ?
- What is feed forward control?

**Q3 a) Give an overview of classical management perspectives. Identify the most important contributors in each of its branches. (10)**

**b) Explain systems approach to management and its components. (5)**

**Q4 Write the need of planning for an organization. What are the steps and limitations in planning ? Contrast formal planning with informal planning. (15)**

**Q5 a) Describe a matrix organization and its merits and demerits (7)**

**b) Define departmentalization. What are the bases of departmentalization ? Describe with their respective advantages and disadvantages (8)**

**Q6** What are the different financial and non-financial ways to motivate people in an organization ? What are the theories that help us in understanding what motivates employees ?Which theory according to you seems the most appropriate one **(15)**

**Q7. a)** List down the criteria of an effective control system. What are the problems in setting up an effective control system ? Also describe the types of control . **(8)**

**b)** Explain communication network. Distinguish between centralized and decentralized networks **(7)**

**Q8** Answer the following Question any THREE. **(5x3)**

**a)** Approaches of Porter & Lawler

**b)** Types of communication

**c)** Centralization

**d)** Grapevine communication