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Total Number of Pages : 01

**MBA**  
**18MBA104**

**1<sup>st</sup> Semester Regular Examination 2018-19**

**MANAGEMENT PRINCIPLES**

**BRANCH : MBA**

**Time : 3 Hours**

**Max Marks : 100**

**Q.CODE : E859**

**Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.**

**The figures in the right hand margin indicate marks.**

**Part- I**

**Q1 Short Answer Type Questions (Answer All-10) (2 x 10)**

- a) What do you mean by Scalar Principle?
- b) State two elements of strategic planning process.
- c) Distinguish between Authority and Responsibility.
- d) What is delegation of authority?
- e) Distinguish between Line and Staff organisation.
- f) What is Virtual Organisation?
- g) What do you mean by Clan Control?
- h) Write two qualitative factors of Decision making.
- i) What is Contingency Planning?
- j) What is Zero Based Budgeting?

**Part- II**

**Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- a) Explain TOWS matrix with example.
- b) What is meant by Gantt Chart? Give suitable example.
- c) What do you mean by Porter's Industrial Analysis?
- d) Distinguish between Programmed and Non-Programmed decision.
- e) What is Hierarchy of Objectives?
- f) Explain Decision Making under certainty.
- g) What are the limitations of Decentralisation?
- h) What is meant by Control through Return On Investment?
- i) Distinguish between Centralisation and Decentralisation of Authority.
- j) What do you mean by Goal Setting in an Organisation?
- k) Give specimen organization chart of a Matrix organization.
- l) What is Benchmarking?

**Part-III**

**Long Answer Type Questions (Answer Any Two out of Four)**

**Q3** Why do you think that Decision making is considered as a fundamental part of Management effectiveness? Discuss. **(16)**

**Q4** What do you mean by strategic planning? Discuss the different steps of Planning Process. **(16)**

**Q5** Briefly describe the different models of MBO Process. Also point out its benefits and problems. **(16)**

**Q6** Give the meaning of organizational control. Also discuss the basic requirements of an effective control system. **(16)**