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GIET UNIVERSITY, GUNUPUR – 765022
MB A (First Semester) Regular Examinations, January – 2024
23MBAPC11003 - Principles & Practice of Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks)

PART – A**(2 x 5 = 10 Marks)**

Q.1. Answer <i>ALL</i> questions	CO #	Blooms Level
a. Differentiate between time study and motion study.	CO1	L4
b. Mention different techniques of Scientific Management.	CO1	L2
c. Define planning premises.	CO2	L1
d. Define organising.	CO3	L1
e. Differentiate between autocratic and democratic leadership.	CO4	L4

PART – B**(10 x 5 = 50 Marks)**Answer *ALL* questionsMarks CO # Blooms
Level

2. a. Describe the process of controlling and factors influencing effectiveness of controlling.	10	CO4	L2
(OR)			
b. What do you mean by organisation structure? Describe the different types of organisation.	10	CO2	L2
3.a. What do you mean by centralisation? Highlight and explain its advantages and disadvantages.	5	CO3	L1
b. What do you mean by span of management? Explain factors affecting the span of management.	5	CO3	L1
(OR)			
c. Explain the role of management in an organisation.	5	CO1	L2
d. What are the management concepts? Enumerate managerial levels.	5	CO1	L2
4.a. Differentiate between scientific and administrative management.	5	CO1	L4
b. Differentiate between different levels of management.	5	CO1	L4
(OR)			
c. Brief different elements of planning.	5	CO3	L2
d. Design an effective planning premises for an organization.	5	CO2	L6
5.a. Define decision making. Write its types and its importance.	10	CO4	L1

(OR)

- b. Describe different types of controlling and its significance. 10 CO4 L2
- 6.a Anju and Manju are good friends. Considering the fact that the activities involved in managing an enterprise are common to all organisations, after completing their master's in business management, both of them take up a job at managerial level in different organisations as per their individual areas of interest. Anju takes up a marketing job in a retail company and strives to increase sales whereas Manju joins an NGO and works diligently to realize its objective related to providing employment to specially abled persons. Both of them have to perform a series of continuous, composite, but separate functions. On some days, Anju spend more time in planning a future display layout and on another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team spirit and coordination among diverse individuals with different needs to build a feeling of team spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos. In context of the above case: 1. Identify the various features of management highlighted in the above paragraph by quoting lines from it.

Write various function of management

(OR)

- b. Suhasini a home science graduates from a reputed a college has recently done a cookery course. She wished to start her own venture with a goal to provide 'healthy food' at reasonable price. She discussed her idea with her teacher [mentor] who encouraged her. After analyzing various options for starting her business venture, they shortlisted options Readymade and to make vegetable shakes sattu milk shakes. Then they both weighed the pros and cons of both the shortlisted options. 10 CO2 L5
- (i) Name the function of management being discussed above and give any one of its characteristics.
- (ii) Also briefly discuss ant three limitations of the function discussed in the case.

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