

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)**



Time: 3 hrs

M.B.A. (First Semester) Regular Examinations, January – 2025
**23MBAPC11003 – Principles of Practice of Management
(MBA)**

Maximum: 60 Marks

(The figures in the right hand margin indicate marks)

PART – A**(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Management as science as well as arts. Justify the statement.	CO1	K2
b. Difference between MBO and MBE.	CO2	K2
c. Write all elements of planning.	CO2	K2
d. Mention mainly 4 basic issue in organisation.	CO3	K1
e. State Lassiz Fierre leadership style.	CO4	K1

PART – B**(10 x 5 = 50 Marks)**Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. Explain Henri Fayol's 14 principles of management (OR)	10	CO1	K2
b. Define Managing by objective (MBO)?. Explain the steps involved in MBO? Mention its benefits.	10	CO2	K1
3.a. Describe modern techniques of controlling (OR)	10	CO3	K2
b. Describe all the principle of organising.	10	CO3	K2
4.a. Difference between formal and informal organisation.	5	CO3	K2
b. Define contingency theory of leadership. (OR)	5	CO4	K1
c. Describe various functions of management.	5	CO1	K2
d. Difference between management and administration.	5	CO1	K2
5.a. Briefly explain planning premises.	5	CO2	K2
b. Describe process of decision making. (OR)	5	CO3	K2
c. Write short note on span of control.	5	LO4	K2
d. Briefly explain matrix organisation structure.	5	LO3	K2

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| 6.a. | <p>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 masters 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</p> <p style="text-align: center;">(OR)</p> | 10 | CO1 | K3 |
| b. | <p>Radhika opens a jewellery showroom in Jaipur after completing a course in jewellery designing. She has employed eleven persons in her showroom. For greater productivity, she divides the work into small task and each employee is trained to perform his/her specialized job. The sales persons are allowed to close a deal with a buyer by giving a maximum of 10% discount, whereas the decision to give any further discount rests with Radhika as the final authority. In the earlier days of starting of the business, five of her employees were asked to put in extra hours of work. In return she had promised to give them a special incentive within a year. Therefore, after six months when the business was doing well, she awarded a cash bonus to each of these employees to honour her commitment. However, when it comes to settling the conflicts among her employees, she tends to be more biased her female employees. In context of the above case: a. Identify and explain the various principles of management that are being applied by Radhika by quoting lines from the paragraph. b. Identify and explain the principle of management which is being violated by Radhika by quoting lines from the above paragraph c. State any one effect of the violation of the principle of management by Radhika as identified in part (b) of the question. Write difference between centralisation and Decentralisation</p> <p style="text-align: center;">--- End of Paper ---</p> | 10 | CO1 | K3 |